



Communications Officer

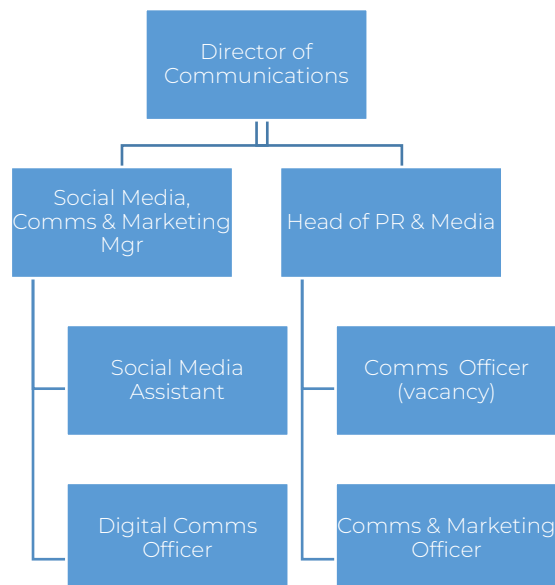
Job Title: Communications Officer
Division: Communications
Reports to: Head of PR and Media
Location: Based in CCW's Birmingham or Cardiff office in line with CCW's blended working policy

Corporate Communications

CCW's communications team is responsible for the organisation's corporate communications activities, including strategic communications, reputation management, proactive and reactive media, crisis communications, marketing, digital communications and political engagement.

The purpose of the communications officer role is to devise and deliver impactful communications that support CCW's campaigning activity as laid out in the Forward Work Programme.

Organisational Information



Key Duties and Accountabilities

Communications

- Provide a professional communications service to the organisation.
- Work collaboratively with CCW colleagues at all levels to devise and deliver targeted, impactful and measurable communications promoting national and regional initiatives and campaigns.
- Maximise the impact of CCW's policies and campaigns by identifying and utilising all appropriate communications channels. This includes producing creative and proactive news items, PR features, podcasts, digital and social media content.
- Work with third-party stakeholder organisations to exploit opportunities for joint working and collaboration.
- Respond appropriately to media enquiries relevant to defined business/campaign areas, providing press briefings and preparing spokespeople as required. This includes ensuring responsiveness to media enquiries outside of normal office hours.
- Respond quickly and innovatively to externally driven developments, ensuring CCW's messaging is amplified where opportunities arise.
- Help identify, build and maintain engagement and influence with political stakeholders of all parties at an appropriate level and on various channels to achieve CCW's goals as set out in the FWP.
- Support CCW's commitment to the Welsh language by identifying opportunities for translation.
- Produce documents, publications and templates that showcase CCW in a positive light. Ensure all external communications are accessible and aligned to our brand guidelines.
- Work collaboratively with colleagues and external partners to deliver events that are impactful, enjoyable and position CCW as an industry leader in the sharing of best practice.
- Actively promote and embed Equality Diversity and Inclusion (EDI) in all your work. Support and comply with all organisational initiatives, policies and procedures on EDI.

In addition to the duties described in this specification, the jobholder may be required to carry out such other duties as may reasonably be required.

Management of Resources

Financial Resources (budgets for which the jobholder is responsible)

- The post-holder will be responsible for the cost-effective delivery of communications and marketing activity, efficiently utilising the funds allocated in the communications budget. They will be expected to

measure and evaluate communications activity to demonstrate maximum impact and ROI.

- The post-holder will also manage relationships with external suppliers and agencies, procuring, commissioning and briefing specialist support for multiple projects and monitoring ongoing campaign spend against the budget, keeping accurate records.

People Management (staff for whom the jobholder is directly responsible)

- The post-holder will not be responsible for the direct management of staff. However, the post-holder will provide specialist leadership, support and guidance to team members and colleagues.

Equipment

The post-holder will be provided with a mobile phone and a laptop containing the necessary programmes. The communications team has a camera and equipment for producing podcasts.

Contacts and Communication

Internal

- The post-holder will work closely with CCW colleagues at all levels of the organisation, including some contact with the CEO and Executive team, CCW Chair and Board members.

External

- The post-holder will have regular contact with the media and external stakeholder organisations in order to effectively communicate CCW's campaign messages and deliver impactful events.
- The post-holder will have regular contact with political stakeholders.
- The post-holder will also manage relationships with multiple types of suppliers and agencies, commissioning and procuring services while ensuring activity is delivered on-brief, on time and within budget.