# East Midlands Reserve Forces and Cadets Association (RFCA)

# JOB DESCRIPTION

# COMMUNICATIONS SUPPORT OFFICER [CSO]

**GRADE:** E1

**Salary:** £21,169

**Reports to:** Head of Communications

## **Job Overview**

Reporting directly to the Head of Communications (HoC), the Communications Support Officer (CSO) is a key post within the Communications Department, providing direct support to the department head by assisting in the development and expansion of our communication efforts both online and in print. You will engage with our target audience by communicating our key messages and play a vital role in ensuring that our Social Media profile is maintained, monitored and where necessary, improved.

You will be a motivated self-starter with excellent communication skills, who can identify a media opportunity and develop it across a number of platforms. You will be capable of building, improving and monitoring our presence on the major Social Media Platform and produce useful analysis of the levels of engagement.

You will be comfortable and confident engaging with a wide and diverse audience, both verbally and in writing. You should have an eye for detail and be capable of producing accurate and engaging web content for the Association website, ensuring that it is always up-to-date and relevant to our audience.

You will have experience of producing articles for magazines and e-newsletters and drafting press-releases in the corporate style, as well as being familiar with photography and video editing to support the articles. Additionally, you will be able to utilise publishing platforms to produce leaflets and posters.

You will be familiar and comfortable with operating the full range of Microsoft Office platforms including Word, Excel, Power Point and Publisher etc. You will also be capable of producing statistics and presenting these to the Head of Communications for use in presentations etc.

Experience in marketing, public relations or corporate communications would be advantageous but not essential, but a proactive “Can do” attitude and a willingness to learn is!

You will understand, recognise and embrace the importance of diversity and inclusion and strive to ensure that everyone understands that they are valued and valuable.

You will understand the importance of Health and Safety in the workplace and ensure that you comply with all responsibilities and policies of the Association in this regard.

You will be willing to assist other departments when necessary and be an active team player, having a full understanding of the needs of the wider Association and what part your role plays within it. You will also understand that on occasions, working outside of usual office hours may be required.

You should have a full, clean driving licence and be able to travel within the Association Area of Responsibility to conduct interviews or attend events with media interest as directed by your Line Manager.

K McAuley

Head of Communications 24 August 2021

Date last reviewed: 24 August 2021 Date of next review: 01 July 2022