



## **Communications Support Officer – Job Description**

### **JOB OVERVIEW**

1. The Communications Support Officer reports directly to the Communications Manager at East Midlands Reserve Forces and Cadets Association (EMRFCA). This role is key to maintaining and developing engagement with the Association's key audiences and stakeholders. The CSO manages our social media channels and monthly newsletter and produces written, photo and video content from events and interviews.

### **JOB DESCRIPTION**

2. **Appointment details:**
  - a. **Job title:** Communications Support Officer (CSO)
  - b. **Job grade:** E1
  - c. **Reports to:** Communications Manager (CM)
  - d. **Job purpose:** The CSO supports the CM in bringing the Association's communications strategy to life.

### **MAIN RESPONSIBILITIES AND TASKS**

3. Duties of the CSO will include the following:
  - a. Taking responsibility for managing and monitoring all social media channels on a daily basis. This includes creating and scheduling posts and responding to comments and direct messages in a timely manner. Story idea contributions are also part of the role.
  - b. Arranging interviews and attending events to capture written, photo and video content that promotes the Reserves, Cadets, EMRFCA, and Forces-friendly organisations.
  - c. Overseeing the production of a monthly newsletter that showcases the very best of our people each month.
  - d. Producing graphics for use on social media and in newsletters and reports, ensuring all assets meet the organisation's brand guidelines.
  - e. Monitoring and managing the Association's enquiries inbox, providing prompt responses to stakeholder queries.
  - f. Working with the CM to ensure the website content remains fresh and relevant with regular news and vacancy updates.
  - g. Providing communications support and guidance to Reserve and Cadet units on an ad hoc basis.



- h. Producing monthly analytics with a commentary on the performance of our digital channels.

4. **Competences required for the post**

a. **Essentials.**

- (1) Degree level education.
- (2) Excellent interpersonal and communication skills, including a high standard of written English, with experience of writing social media posts and news articles.
- (3) Experience of managing social media channels and content management systems.
- (4) Clean, full driving licence and the ability to travel within the East Midlands.
- (5) A pro-active, can-do attitude with good problem-solving skills.

b. **Desirable.**

- (1) Experience of using design packages such as Canva or Adobe for editing photos and creating graphics and videos.
- (2) General understanding of the Reserve and Cadet Forces and their structures.
- (3) Entry-level photography skills.

11. **Specific requirements.**

- a. **IT literate.** Confident user of Microsoft Office programmes and comfortable learning new software packages.
- b. **Personal attributes.** Should be a team-player, sufficiently confident to interact with Reserves and Cadets in person, articulate (both spoken and in writing), honest, reliable, self-motivated and capable of using own initiative.
- c. **Equality, diversity and inclusion.** Understand and recognise the importance of equality, diversity and inclusion, not only in the workplace but as a core tenet of all communications on behalf of EMRFCA. This includes making all content accessible friendly and considering other methods of communication where appropriate.
- d. **Health and safety.** Comply with all health and safety regulations, taking responsibility for this in their own designated working area and having an awareness throughout the building.



12. **Other features.**

- a. This job will occasionally involve evening and weekend work.
- b. This job description should be discussed/read with the line manager at the time of receiving the Annual Personal Development Report. The job description may be reviewed in the light of changes during the period of your appointment and on change of incumbent.
- c. The job holder is required to comply with the RFCA's Code of Conduct and avoid any behaviour which discriminates against colleagues, potential employees, or contractors on the grounds of sex, marital status, race, age, belief, colour, nationality, ethnic or national origins, religion or disability.