



The Traveller Movement

JOB DESCRIPTION

COMMUNICATIONS OFFICER

Job Title	Communications Officer
Salary scale, depending on experience	26-28K pro rata 3% pension contribution
Hours	14 hours per week Evening and weekend work will also be required periodically.
Responsible to	TM Partnerships Manager
Period of appointment	This is a 6 months fixed term contract. There is a real possibility of increased hours and extended contract subject to successful fundraising.

The Post holder would normally be based in London with occasional travel outside of London. Clearly during the Covid-19 pandemic, working from home will be permitted. The duties will include but may not be limited to those detailed below. The post may require the undertaking of additional duties for which the post holder will be adequately skilled and experienced.

OVERVIEW OF POST

Communications are an important and growing aspect of The Traveller Movements sustainability and development planning. Community advocacy and co-production is a key and integral part of our work and this post. As the Communications Officer you will play a pivotal and leading role in creating publicity, raising awareness and managing communications across the organisation both internally and externally. You will be highly driven, dynamic and creative with bags of initiative.

Key Responsibilities and duties:

- Take a leading role in the updating, development and implementation of TMs media and communications strategy.
- Develop, update and maintain TMs website, and our use of social media channels by producing suitable content and regular posts.
- Assist in creating political campaigning content that has strategic impact for our communications and lobbying channels both in digital and in print.



The Traveller Movement

JOB DESCRIPTION

COMMUNICATIONS OFFICER

- Keep abreast of and track relevant political events in Parliament and Government
- Be responsible for handling in-coming media enquiries and writing for the press.
- Drafting press releases and securing media coverage
- Source, prepare and support community members and staff with media interviews.
- Coordinate the monthly production of TMs policy e-bulletin Spotlight supporting and sourcing content from all TM staff.
- Assist and work closely across TM teams on the creation of online resources including short films, podcasts and the planned production of an app.
- Promote awareness of the work of TM by making information accessible to interested parties using a range of internet and print media formats.
- Use digital marketing techniques strategically to increase ticket sales, donations and applications to join our ensembles. (annual conference, parliamentary events, etc.)
- Support the administration of TM maintaining the contacts database, issuing regular information email updates and develop and maintain a database of key media contacts,
- Support the production and distribution of TM annual review, conference brochure and other published documentation.
- Edit, format and copyright TM policy submissions, briefing papers and research reports for publication as requested.

Representation

Attending events and meetings as directed by line management to ensure the TMs presence in formal and informal networks

Other duties:

- Participate in seeking funding to develop and sustain the work of this post and other TM projects.
- Deliver a range of administrative and project support services as requested by the Senior Management Team. E.g. undertaking FOI requests
- Share responsibility for organizational management of TM events (conference, GRTHM, policy seminars etc.)



The Traveller Movement

JOB DESCRIPTION

COMMUNICATIONS OFFICER

- Train and support staff to implement ICT office systems and procedures as and when required.
- Contribute to a team-based work-ethic where everyone contributes and takes responsibility for the success of the organisation's activities

PERSONAL SPECIFICATION

No. Selection Criteria	Evidence	Essential	Desirable
1. Technical expertise & qualifications:	Educated to degree level in a relevant field (e.g. journalism, communications, human rights, public policy)	X	
	Excellent writing and editorial skills and evidence of producing accurate, detailed work.	X	
2. Experience:	Experience of using website analytics to understand user behaviour	X	
	Experience of print production and liaison with external designers and printers	X	
	Demonstrable experience of working to and meeting strict deadlines.	X	
3. Knowledge and Skills	An understanding of the charitable sector.	X	
	Willingness to travel as required	X	
	Ability to accurately summarise and convey complex information to a diverse audience	X	
	Relevant technical expertise and skills, including the use of Content Management Systems, HTML/CSS, photo and video editing tools, Adobe Acrobat, MS Office.	X	
	Able to persuade, motivate, negotiate to	X	



The Traveller Movement

JOB DESCRIPTION

COMMUNICATIONS OFFICER

	<p>gain cooperation of people from a range of professional disciplines in particular in securing content for the website, social media and newsletters</p> <p>Politically astute, and able to understand sensitivities around the work of TM, including awareness of the impact of content for posts to social media, and the importance of positive publicity</p> <p>A self-starter able to work on own initiative with guidance, and as part of a small busy team</p>	<p>X</p> <p>X</p>	
--	---	-------------------	--