



The Traveller Movement

JOB DESCRIPTION

COMMUNICATIONS ASSISTANT

Job Title	Communications Assistant
Salary scale, depending on experience	£26,000 pro rata 3% pension contribution
Hours	14 hours per week (5x5x4) - Tuesday, Wednesday, Thursday With some flexibility and evening and weekend work 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 Movement's (TM) sustainability and development planning. Community advocacy and co-production are key and an integral part of our work and this post.

As the Communications Assistant you will play an important role in creating publicity, awareness and supporting communications across the organisation, both internally and externally. You will be highly driven, dynamic, and creative with bags of initiative.

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.

We are looking for candidates who can work Tuesday, Wednesday and Thursday (5x5x4)



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Key Responsibilities and duties:

- Develop, update and maintain social media channels by producing suitable content and regular posts.
- Develop, update and maintain website content, as and when required.
- Assist in creating political campaigning content for our communications and lobbying channels, both in digital and in print formats.
- Develop social media assets – graphics, images and other messaging to aid dissemination across social media channels.
- Be responsible for handling in-coming media enquiries and writing for the press.
- Draft press releases and secure media coverage to promote TMs policy, research and campaigns work.
- Source, prepare and support GRT 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.
- Support and maintain TMs contacts database, issuing regular information and email updates.
- Maintain a database of key media contacts.
- Support management in the production of Annual Reviews, Conference Reports, key events and other activities.
- Edit, format and copyright TM policy submissions, briefing papers and research reports for publication as requested.

Representation

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

Other duties:

- Deliver a range of administrative and project support services as requested by the Senior Management Team. E.g. undertaking FOI requests



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- Share responsibility for organizational management of TM events (conference, GRTHM, policy seminars etc.)
- 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
	An understanding of print and social media	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		X



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	<p>editing tools, Adobe Acrobat, MS Office.</p> <p>Ability to persuade, motivate, negotiate to 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>Share and support TMs values, mission statements and goals</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p>	
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