

Job Summary and Person Specification

Job Title:	Communications Officer
Location:	Winchester
Line Manager:	Head of Marketing and Communications

Purpose of role

To help deliver Hampshire Cultural Trust's (HCT) media and communications activity, providing and supporting an effective in-house function for internal and external communications with media, stakeholders, staff and volunteers.

Main responsibilities:

1. Support the implementation of HCT's communications plans, working closely with the Head of Marketing and Communications and the Director of Marketing and Fundraising.
2. Deliver positive and proactive stakeholder communications across multiple platforms and channels.
3. Support and assist HCT's proactive PR programme.
4. Work with the people team to deliver internal communications programme for HCT's staff and volunteers.
5. Assist with media relations at a local and regional level, both proactive and reactive, b2b and b2c.
6. Research, develop and build HCT's central media contact database.
7. Develop an annual features programme in line with the trust's marketing plan.
8. Take an active role in issues management and press relations.
9. Build and develop relationships with bloggers.
10. Provide reporting on communications platforms and media monitoring.
11. Assist with HCT's asset management programme.
12. Support the Head of Marketing and Communications and Director of Marketing and Fundraising as required.

Other duties

To undertake any other duties or projects commensurate with the nature of this post as required by the organisation.

Corporate and statutory initiatives - equalities/health and safety/environmental sustainability

- Maintain an awareness of and comply with HCT policies and apply them to the day-to-day operation to ensure its legal and statutory obligations are met
- Comply with health and safety, equalities and environmental sustainability guidance and working practices
- Undertake appropriate training and development

Key competences of role

- 2.1 Working with people
- 3.1 Relating and networking
- 4.1 Writing and reporting
- 5.1 Learning and researching
- 6.1 Planning and organising
- 7.1 Adapting and responding to change

Person specification (competence requirement)

1. Essential qualifications

- Relevant degree with GCSE English and Maths

2. Essential knowledge/skills/experience

- Experience in communications and media relations
- Experience of proactive PR and the organisation of press events and photo shoots
- Ability to research and build media target lists
- Experience of CMS systems and digital communications platforms
- An understanding of how to target different audiences
- Ability to create and interpret reports
- Aptitude for problem solving and positive approach to issues management
- A flair for copywriting and excellent attention to detail, particularly proofreading
- Excellent interpersonal and communication skills, both verbal and written
- The ability to meet deadlines, as well as excellent organisational and time management skills
- Proactive and 'can do' approach
- Experience of dealing with external agencies and third parties
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3. May also include development/desirable requirements – qualifications, skills, knowledge, experience

- An interest in the arts, heritage and culture

Working Conditions

The following section provides an outline of the working conditions that may be encountered in this role.

- Use of display screen equipment
- Use of own vehicle for work purposes