

Release

Content & Social Media Co-Ordinator (£22,000 to £26,000 P.A full time depending on experience/ part time position will be paid at the pro rata rate for 3 days)

Main areas of responsibility include:

- Co-ordinate Release and TalkingDrugs internal and external media communications including assisting with campaigns and related strategies;
- Actively maintain, monitor, update and promote Release and TalkingDrugs including all associated resources and online social media platforms ensuring they are current, accurate, reflect the work and priorities of Release, and meet the needs of, and engages its audience;
- Co-ordinate (and develop) the multilingual content of the website through effective engagement and encouragement with all stakeholders;
- Co-ordinate and support the communications of volunteers and interns, overseeing their work and ensuring they are supported in all tasks;
- Through effective co-ordination, develop content for the websites from comment pieces, articles and other ad hoc publications including forums;
- Proactively increase the supporter base whilst keeping the current supporters engaged in the organisation's work using engagement as a mechanism for development;
- Co-ordinate and collate an external media contact list, and provide advice and assistance to colleagues engaged with external communication exercises.

Central responsibilities of position:

1. Communications

- a) Proactively support, develop and co-ordinate, in collaboration, a communications stakeholder strategy for TalkingDrugs and our social media platforms which is aligned with the organisations strategic plan thereby enabling the organisation to develop a presence and increase our relevance with our internal and external audiences across all media platforms (website, email updates, newsletters, other publications and social media channels);
- b) Produce media briefings (with training), press events and colleagues briefings;
- c) To proactively promote the organisation externally, building networks and identifying opportunities to introduce the organisation to new audiences;
- d) Represent the organisation at national and international meetings/events.

2. Resources

- a) Co-ordinate the content and edit on TalkingDrugs with volunteers and interns, overseeing their work and ensuring they are supported in all tasks;
- b) Identify, organise and deliver in liaison with Senior management website training for staff, interns and volunteers;
- c) Proactively identify new volunteering and internship opportunities;
- d) Ensure observance of Health & Safety regulations.

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3. Administration

- a) Monitor and develop the quality and impact of TalkingDrugs communication tools, activities and messages, aligning them with our strategic objectives and aims;
- b) Monitor the communication tools to chart, track and measure our communications and stakeholder activity;
- c) Monitor, report and evaluate the effectiveness of our internal and external communication systems and stakeholder strategy;
- d) Produce clear and concise reports for internal and external audiences.

4. General functions and tasks:

- a) Work within policies, procedures and budgets including the equal opportunities policy.
- b) Be aware of, and work within Health and Safety legislation
- c) Act at all times in the best interest of the Release, and its contributors /funders;
- d) Work with other staff members and volunteers, including involvement in staff meetings, reporting on work undertaken etc.
- e) Prepare for, and attend, regular supervision, and annual appraisal.
- f) Work with the lead communication strategist to identify own training needs, and undertake such training.
- g) Other undertakings as from time to time be reasonably required.
- h) Help in the development and delivery of events and activities.

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PERSON SPECIFICATION

Successful shortlisted candidates will meet the following criteria. The selection panel will assess each applicant against these criteria. The primary method(s) of assessment are indicated after each criteria as follow:

- (C) - Curriculum Vitae and Supporting Statement;
- (I) - Interview;
- (E) - Essential;
- (D) - Desirable

		EXPERIENCE, SKILLS AND KNOWLEDGE REQUIRED	ESSENTIAL OR	ASSESSED
Experience	1.	Experience of working within a communications role with a full understanding of all media disciplines and external media environment and/or experience of producing digital content including articles/blogs or visual materials.	E	C
	2.	Developed writing and editing skills in order to convey written and verbal information in an engaging way.	E	C I
	3.	Strong understanding of social media and demonstrated experience in digital communications.	E	C I
	4.	Experience of using advanced media software or content management system	D	C I
	5.	Fluency in a language other than English	D	C I
Skills & Abilities	6.	Good organisational skills and the ability to plan, prioritise and time manage work	E	C
	7.	Excellent communication skills, both written and oral	E	C I
	8.	Ability to work both in a team and independently	E	C I
	9.	Good computer literacy	E	C
Knowledge & Understanding	10.	Committed to safeguarding and promoting the civil and human rights of drug users and other marginalised groups in society.	E	I
	11.	An understanding of current drug issues, laws & policy	D	C I
	12.	An understanding of vulnerable marginalised groups	D	I
	13.	An understanding and commitment to equal opportunities in both the workplace and in service delivery.	E	I

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	14.	Ability to stay calm under pressure and maintain a sense of humour	E	I
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