

North West Migrants Forum
(Inspiring change within our community)

JOB DESCRIPTION

Job Title: **Media and Communications Officer**

Location: North West Migrants Forum
10 Fountain Street,
Londonderry
BT48 6QX

Salary: **£34,827 Gross per annum**

Reports to: **Director of Programmes**

Purpose of Post:

To provide a high level of organisational communications and marketing support to ensure that the Organisation is able to reach the highest possible standards in all aspects of organisations communication plan

KEY DUTIES AND RESPONSIBILITIES:

- Contribute to the development of the media strategy, using specialist communications knowledge acquired through professional development and experience, by developing and maintaining up to date communications and media plans to ensure a constant flow of quality messages on key issues that impacts on racialised minoritized people in the North West.
- Support the day-to-day management of social media platforms and provide advice and guidance to the wider staff team around social media management.
- To lead in the communications planning of organisation events.
- To advise and support senior staff in the drafting of press releases and statements, using specialist knowledge of Racial equality matters while adhering to agreed good practice and policy.
- To undertake lead responsibility for providing all staff with a daily briefing on issues of current importance in the press and broadcasting media.

- To work as part of NWMF communications and engagement team, responsible for delivering a range of communications plans, making sure that the black and racialised minoritized people and NWMF stakeholders are well-informed, involved and engaged.
- To work with a wide range of external and internal stakeholders, including staff, young people, volunteers and service users to create innovative and impactful content to promote the reputation and brand of NWMF and to engage with the media in local and national markets.
- To provide colleagues with expert advice on how to communicate to a varied external audience, identifying appropriate marketing and communications channels for materials produced.
- To support organisational change and create an understanding of how internal communications contributes to supporting successful transformation
- To keep informed about developments in respect of law and policy as it relates to the black and racialised minoritized communities
- To assist other NWMF staff as required.
- To assist with data collection as required.

	<u>Essential</u>	<u>Desirable</u>
Education	Degree or equivalent qualification in relevant subject such as journalism or communications.	UK driving License & access to a car
Experience	<p>A minimum of two years' experience working in a marketing or media and /or communications role.</p> <ul style="list-style-type: none"> • Experience of media handling and good knowledge of news environment and current affairs. • Experience of creating and delivering PR plans. • Strong social media skills, comfortable with creating content for multiple channels. • Experience of developing and delivering internal communications - bulletins, events, newsletters, online forums, etc. • Experience of digital communications, including web development. • Experience of using social media such as Twitter, YouTube, Instagram, Facebook and TikTok. <p>Evidence of excellent, written communication skills.</p> <p>Experience of Implementing a strategy and advisement.</p> <p>Experience of writing news releases and speeches and Experience of working with local and regional media.</p> <p>Experience in using Microsoft Office packages particularly, Word, PowerPoint and Outlook</p>	<p>Sound knowledge of issues that impact on minority ethnic Communities</p> <p>Working with people whose first language is not English.</p> <p>Working with refugees and asylum seekers.</p> <p>Experience of working with a charity and/or a community organization promoting inclusion and diversity</p>
Skills	<p>Demonstrable experience of internal communications in the context of supporting organisational change and an understanding of how internal communications contributes to supporting successful transformation.</p> <p>Excellent communicator, having the ability to engage with Black and racialised minoritized people and the public, media agencies and external partners</p> <p>Strong IT and media editing</p>	<p>Ability to communicate sensitively and effectively with NWMF clients and other key stakeholders</p> <p>Case recording skills.</p> <p>Ability to work with data</p>

	<p>Evidence of ability to understand complex information and legislation.</p> <p>Research skills related to policy and immigration issues</p> <p>Experience of working as part of a flexible team and sharing knowledge</p> <p>To have a pleasant and approachable demeanour</p> <p>The ability to work with the minimum of supervision.</p> <p>The ability to work as part of a team, demonstrating a willingness and ability to perform all functions required of team members.</p> <p>Excellent people skills with the ability to motivate and inspire individuals and organisations.</p> <p>Maintain a level of flexibility and adaptability in a fast-paced environment.</p> <p>Highly organised with the ability to prioritise.</p> <p>A creative thinker with the ability to see new opportunities.</p> <p>A confident and conscientious approach to work.</p>	
<p><i>Knowledge/ values</i></p>	<p>Sympathetic and non-judgemental attitude to client's problems.</p> <p>Confidence and the ability to deal competently with people working in statutory and non-statutory organisations</p> <p>Have a commitment to the aims and principles of NWMF service, e.g. equal opportunities, challenging prejudice, racism and hate crimes</p> <p>Understanding of local geographical demographics, inter-ethnic/ inter-faith relations and the barriers and/or challenges minority groups face in our society.</p> <p>Good citizenship and local schools' system</p> <p>Promoting the brand of effective and professional diversity and inclusion workers to the local community.</p>	<p>Sound knowledge of the Black and racialised minoritized sector in Northern Ireland</p>

<i>Personal attributes</i>	Flexible approach to working hours. Friendly and approachable manner. Ability to work on a confidential basis. Ability to work under pressure and to strict deadlines. Accuracy and attention to detail.	
-----------------------------------	--	--

OTHER DUTIES

- Maintain up-to-date knowledge of areas of law relevant to the position, as well as knowledge of key developments in human rights, equality and public law;
- Build stakeholder confidence in NWMF’s public campaigns through high standards of professional accountability.
- Undertake such administrative duties as may be appropriate in the performance of the main duties.
- Assist with the preparation of reports for funders and others as required.
- Be available to work outside normal working hours on occasion to meet the demands of the position.
- To undertake such other duties as may be required from time to time.
- The role requires an individual with experience of working in a diversity and inclusion setting and good knowledge of inclusion/integration-based project work

Additional Information:

The person appointed to this post will, from day-to-day, have contact with children and vulnerable adults, many of whom are under eleven years of age, and a number of whom may have moderate learning difficulties and/or disabilities. Therefore, the post holder will require an enhanced Disclosure Barring Service check.

Safeguarding Recruitment:

North West Migrants Forum is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expect all staff to share this commitment. Staff is required to undertake appropriate safeguarding checks as well as providing proof of right to work in the UK. Staff can expect to have their personal information entered on to a Single Central Record and/or system and shared with appropriate organisations where applicable.

Equality & Diversity:

NWMF is a diverse community organisation that respects differences in race, disability, gender, gender identity, sexual orientation, faith, background or personal circumstances. We want everyone to feel valued and included in the community of their choosing and to achieve their full potential. NWMF is opposed to any form of discrimination and commits itself to the redress of any inequalities by taking positive action where appropriate.

The document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.