

JOB DESCRIPTION: COMMUNICATIONS OFFICER

Blesma – The Limbless Veterans is the national charity and membership association for limbless serving and ex-service men and women and their dependants.

We help all wounded servicemen and women who have lost limbs, the use of limbs or eyes, to rebuild their lives by providing rehabilitation activities and well-being support.

Blesma campaigns for our veteran's rights and looks after individuals and their families by offering a comprehensive grants and welfare system. Rehabilitation, support, counselling and care are the four principle foundations of our organisation. Together, we can help our men, women and their families face the challenges ahead with renewed confidence and self-belief.

The **Communications Officer** role will play an important part within the small and dynamic Blesma communications team, supporting the overall communications plan and leading on the internal communications effort across various channels to ensure the connectivity of all parts of the Association; Members, staff, trustees, supporters and volunteers.

Current holder	New Post
Main purpose	To support Blesma's strategic aims and objectives by delivering effective communications both outside and within the Association.
Location	Work out of Blesma offices – Frankland Moore House, 185-187 High Road, Chadwell Heath, Romford, RM6 6NA
Responsible to	Communications Manager
Salary and Benefits	Up to £26,000 depending on experience and qualifications
	Blesma offers a contributory pension scheme – employer's contribution of 5% and a suggested employee's contribution of 5% and a Death in Service insurance benefit equal to one and half times annual salary.
Contract	Permanent.
Holidays	25 days per annum, plus statutory holidays.
Equal Opportunities	Blesma is an equal opportunities employer and commitment to this is expected.

Full details of Conditions of Employment are set out in Blesma's Employment Contract, the main features of which are standard for all staff.

We seek to attract and employ the best people from the widest talent pool, as well as those who reflect the diverse nature of our society. Blesma encourages a culture where people can be themselves and be valued for their strengths. With an increasingly agile workforce, we are open to flexible working arrangements where appropriate.

JOB SUMMARY

Primary Purpose

To support Blesma's overall communications plan and develop, implement and evaluate Blesma's communications to maximise opportunities to connect all parts of the Association, promoting Blesma's values and the work undertaken on behalf of our beneficiaries.

This work involves addressing a range of internal and external audiences, in particular Members, staff, trustees and supporters. The communications officer supports the Communications Manager in projecting and protecting the Blesma brand together with developing resources and systems to spread the good news of our work.

Main Duties

- Generate content (writing, editing and proof reading) for online and offline channels including website, social media, press releases, newsletters
- Draft key messages for target audiences in support of media campaigns
- To contribute to and help implement Blesma's communications plan and to provide effective internal communication of relevant corporate information to staff, volunteers and stakeholders
- Build and maintain a solid understanding of the priorities of Blesma and its standards and values
- To develop internal communication strategies and plans for specific activity to staff, volunteers and stakeholders (including trustees and VIPs) to meet specified communications objectives
- Work collaboratively with other Blesma staff to integrate communications into all that we do, producing positive, innovative and impactful communications
- To help build a culture where two-way internal communication is seen as fundamental and integral to the success of Blesma and its staff, and where communication is seen as the business of every staff member
- To advocate the critical business importance of internal communications and support the consistent use of the brand, continually evaluating the success of Blesma communications utilising media metrics/insights/web analytics
- To assist with the research, planning and implementation of a range of events, including Members' Weekend, AGM and others, providing a communications plan for each event detailing target audience and approaches for reaching them
- Provide knowledge, support and expertise in audio-visual presentations for staff
- To manage and maintain the image library and keep other communications team members informed of available imagery
- Point of contact for and management of advertising in Blesma Magazine and Members' Bulletin with a remit to increase advertising revenue over time
- Collate and edit the Members' Bulletin with direction from DIW (managing editor)
- Keep staff informed of Blesma in the media (through Meltwater newsletter)
- Manage Blesma Communications Newsletter to supporters (utilising Mailchimp)
- Liaise with the Activities Team on the marketing and promotion of Blesma Activities
- Responsible for fielding research requests and updating research and Blesma Branch webpages
- Provide Member spokespersons to the media when approved and communicating wider media opportunities to Members such as casting calls, documentary and reality TV requests
- A preparedness to work outside of office hours with regular UK travel, involving some weekend work.
- Any other reasonable duties as directed by the Communications Manager, Operations Director or CE

The Main Duties above are issued for the purpose of guidance and may be subject to variation.

Your Skills and Experience

- A digital native whose natural environment is in on-line communications
- Over 2 years of significant and varied experience working in communications within a services / business environment – either in-house or agency, or both
- Excellent oral, writing, presentation and analytical skills with strong powers of persuasion
- Experience of working with senior staff, presenting project information and reporting impact
- Able to quickly develop a detailed understanding of wide ranging and complex topics
- Opportunistic and self-motivated, with an ability to respond rapidly and professionally in situations where it may not be possible to refer or seek guidance from senior staff
- Highly organised with a proven ability to manage own time, prioritise and manage a significant workload
- Demonstrate a high level of awareness of personal impact and modify behaviour accordingly, listen and respond constructively to the realities and needs of others by using a range of communication skills and strategies

This job description covers the main tasks expected to be involved in undertaking the job and the main characteristics and qualities required of the jobholder. It is not meant to be all embracing and other tasks may be assigned to the jobholder as necessary and/or operational needs dictate.

PERSON SPECIFICATION

	Essential	Desirable
Background		
Educated to degree level or equivalent	•	
A “digital native”	•	
Full UK Driving Licence		•
IT skills with knowledge of Word, Excel, Outlook and Social Media platforms	•	
PR / communications related professional qualification		•
An understanding of the national news and social environment and changing trends in the voluntary sector	•	
Experience		
Experience of working in a PR or Communications role	•	
Experience of working within a communications team to develop campaign and project information	•	
Experience of proactive and reactive media relations	•	
Significant experience of how media channels operate and how to gain media coverage	•	
Experience of using databases such as Meltwater or Vuelio and a website content management system	•	
Proven ability to manage own time and workload	•	
Impressive writing, communication and presentational skills	•	
Experience of undertaking research to identify new opportunities, as well as forging and maintaining successful stakeholder relationships	•	
Traits		
A passion for Blesma’s cause and work	•	
A desire to grow and develop your skills	•	
A team player with a confident manner; a professional, flexible, positive person	•	
Tenacity, drive, determination	•	
Excellent social skills and cultural understanding	•	
Close attention to detail	•	