

Job Description Communications and Media Officer

Job Description COMMUNICATIONS AND MEDIA OFFICER

PURPOSE OF JOB:

To provide effective communication and media services, in particular to ensure a high profile for the organisation with key European stakeholders through media and social media work, and to enhance the capacity of ILGA-Europe and its members on strategic communication

REPORTS TO: Communications Director

Relationships with colleagues

ILGA-Europe values creative and inclusive approaches to work and management that have been achieved through cross-service area working and participation of staff at all levels in the organisation. Staff have line management arrangements and specific key relationships which are detailed in their job descriptions but will also need to work collaboratively with their colleagues in order to achieve their agreed targets and outcomes to the required standards.

MAIN TASKS

Media and public relations

1. To develop and implement a communication strategy around key ILGA-Europe events, projects and publications
2. To lead in organising media events and profiling activities to enhance the visibility of ILGA-Europe with European-level media and institutional stakeholders
3. To ensure ILGA-Europe has strong day to day working relationships with key journalists working on European affairs in order to have a better understanding of the information they need and adapt our communications output accordingly;
4. To draft press releases, alerts, opinion pieces and articles on our advocacy actions to secure regular positive coverage for the organisation in key media outlets at European and national levels
5. To develop, maintain and update a database of journalist, media outlets and other relevant contacts; and keep track of media coverage
6. To coordinate and respond to press and other enquiries

Content development

7. To write, proofread and edit all types of *ILGA-Europe* content (e.g. letters, speeches, position papers and briefings, website content, blogs, publications, campaign narratives, etc.), in a consistent style and tone
8. To contribute to developing and expanding online/social media profiles (Facebook, Twitter and Instagram) with the other members of the communications team
9. To contribute to drafting and editing of the content of ILGA-Europe's Rainbow Package (Annual Review and Rainbow Module)
10. To contribute to the drafting and editing of ILGA-Europe's annual report, organisational documents and major publications, as required

Capacity-building

11. Together with the Programmes Team, develop training materials and modules to strengthen the capacity of national LGBTI organisations on strategic communication
12. To develop materials to enhance the capacity of journalists to work on LGBTI issues

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General

- 13.** To support the Communications Director in the monitoring of the effectiveness, efficiency, quality and equality of the communications team's work and to bring forward proposals for continuous improvement
- 14.** To be accountable for the achievement of the agreed inputs related to the officer's portfolios as defined in the annual work programmes
- 15.** To manage financial aspects of projects and activities, which fall within the post holder's direct responsibility: budgeting, monitoring of budget implementation, financial reporting to funders, fundraising for new initiatives, and sustaining excellent relations with donors, in conjunction with Communication Director and Finance Manager
- 16.** To be responsible for the day to day supervision of interns and volunteers working in the Communications Team
- 17.** To actively participate as a member of the wider ILGA-Europe team with other employees, volunteers, and Board members, to promote and achieve ILGA-Europe's objectives
- 18.** To be actively involved in the planning organisation and recording of ILGA-Europe's Annual Conference, Gala, seminars and other events, so as to maximise the impact of these events.
- 19.** To work as part of the ILGA-Europe staff team in ways that achieve agreed goals and objectives, including to develop a strong working knowledge of all ILGA-Europe programmes, advocacy and fundraising priorities
- 20.** To assist in the organisation of ILGA-Europe's annual conference, seminars, meetings and other events, take notes and draft reports on such events as required
- 21.** To attend relevant meetings, conferences, etc. and to prepare and give presentations related to the work of ILGA-Europe as required
- 22.** To carry out all activities with full regard to ILGA-Europe's policies on diversity and equal opportunities
- 23.** To ensure compliance with such laws and regulations as may be applicable to the operations of the fundraising and outreach work
- 24.** To prepare reports, discussion papers, briefs and other appropriate documents for meetings of the executive board, annual conference and other internal meetings
- 25.** To undertake all duties in compliance with health and safety regulations and legislation
- 26.** To undertake other duties that may be reasonably required from time to time.

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KEY COMPETENCIES MATCHED TO THE POST OF COMMUNICATIONS AND MEDIA OFFICER

Our Competency-based approach to recruitment

A competency is a way of doing something well. Competencies are made up of behaviours, skills, knowledge and understanding and provide a basis for evaluating how well a person is able to undertake key elements of a job.

They enable judgments to be made about her/his ability to carry out a particular activity, even if she/he has not carried out that activity before.

The competencies needed for the Communications and Media Officer role reflect the full range of functions in the job description. They will form the main criteria for selection of the successful applicant.

ILGA-Europe – Communications and Media Officer

Role Competencies

Area of Competencies	Competencies
Governance	Promote the values and mission of the organisation
Managing Self and Personal Skills	<ul style="list-style-type: none"> Manage your own resources and professional development effectively in order to meet the requirements of the job Develop your personal networks Agree achievable objectives for self and give a consistent and stable performance Schedule work to make best use of time and resources Demonstrate high standards of honesty, integrity and fairness Takes responsibility for own actions Offer objective advice to the Executive Director, managers and other colleagues without fear or favour Resist pressures that encourage unethical behaviour. Show respect for the views and actions of others
Providing Direction	<ul style="list-style-type: none"> Know who the key influencers are – both internally and externally to your area of responsibility – and how to go about involving them, as required in work programme Understand political processes relevant to work role and how to operate within them Develop and implement strategies and actions in agreed areas of work Map the environment relevant for your areas of work Analyse information accurately to support decision making within a complex environment Take initiative and accept responsibility and accountability for your area of work Demonstrate clear commitment and enthusiasm for organisational values, goals and policies, including those related to equality Comply with legal, regulatory, ethical and social requirements Promote equality of opportunity and diversity in your work Communicate relevant information and knowledge to work colleagues
Facilitating Change	<ul style="list-style-type: none"> Foster the development and application of knowledge in your work Recognise changes in circumstances promptly and adjust plans and activities accordingly

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Area of Competencies	Competencies
	Find practical ways to overcome barriers Present information clearly, concisely, accurately and in ways that promote understanding Make time available to support others Recognise the achievements and the success of others
Working with People	Develop productive working relationships with colleagues and relevant stakeholders Value team work and respect the role of other team members. Share knowledge and expertise without taking over. Address problems effecting work performance Seek to resolve conflict with colleagues Facilitate, and participate effectively in meetings, conferences, training and events Use communication styles that are appropriate to different people and situations
Using Resources	Foster the development and application of knowledge Ensure your own action reduces risks to health and safety
Financial	Use budgets to support goals and objectives Obtaining best value for money for the organisation
Management of projects	Scopes and plans projects effectively Co-ordinates activities, resources, and plans in order to complete project activities to agreed timescale Keeps key stakeholders informed and effectively communicates project outcomes Contributes to the evaluation of project planning and implementation
Supporting Member and Stakeholder Satisfaction	Monitor problems that member & stakeholders might be facing and support them in solving these problems Work with others to improve members' & stakeholders' support and communication Contribute to your organisation's understanding of its members' & stakeholders' needs
Managing Performance	Manage personal targets and work programme in order to achieve agreed standards and outcomes Continually improve personal performance and learning Analyse information accurately for decision making within a complex environment Identify the factors affecting the quality of their performance and take appropriate action Welcome and use feedback on performance constructively Incorporate result of appraisal into personal development plan
Equalities	Translate equalities awareness into service delivery Set a good example of good equalities practice at all times.
Partnership Working	Identify key partners and strategic partnership opportunities locally, nationally and internationally Manage and contribute to multi-cultural projects and partnerships in a culture-sensitive manner Establish both formal and informal partnerships for project implementation and advocacy purposes Sets up partnerships to maximise benefit

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In addition the Communications and Media Officer will require the following areas of Professional Competence

Area of Competence	Skills/Knowledge
Written and Presentational Skills	A very high standard of written and spoken English Excellent ability to communicate clearly and concisely with a wide range of audiences, including policy makers, activists, journalists and politicians. Excellent writing skills, including demonstrated ability to write articles and documents for institutions and officials, as well as in plain English that communicate effectively with their targeted audience Excellent ability to edit documents written in English to achieve clear and precise meaning in plain English and, where appropriate, rewrite to reflect a 'house style' Ability to proof-read documents written in English for syntax, meaning, grammar and spelling and make appropriate corrections to text Ability to present material to a range of audiences using multi-media
Production of Documents	Use word processing software efficiently to produce complex documents that communicate effectively and meet typographical standards Design and produce documents using graphics Develop design responses to meet agreed requirements Produce accurate documents from own notes
Working with Computers	Commission and maintain computer systems and software in order to provide efficient and effective support to business processes within the organisation Maintain the security of data Web production

N.B. Management Competencies based on UK National Occupational Standards for Leadership and Management © and Policy and Research Skills on Civil Service Government Social Research Competencies