



## JOB DESCRIPTION

<b>Post</b>	<b>Communications Officer</b>
<b>Reporting to</b>	Principal Advisor for Strategic Communications / Chief Executive
<b>Grade</b>	(SCP 12 – 28)
<b>Post Purpose</b>	To increase APSE's social media profile, along with providing support to the Chief Executive and Principal Advisor for outward facing communications. The role holder will be responsible for writing content, updating and building social media channels, web updates and assisting with press enquiries, press releases and PR and marketing for APSE.

### KEY RESPONSIBILITIES

1. Provide support in the development and delivery of APSE's media work.
2. Create powerful, meaningful and persuasive content for professional audiences.
3. To exploit all suitable media and promotional avenues to raise APSE's profile.
4. Engage with the APSE network and ensure that media content is distributed using the most appropriate media channels including the development of new channels and platforms.
5. To ensure communications are in line with APSE's commitments and values.
6. Develop PR and marketing content for use with other media outlets.
7. Ensure brand consistency across communications and marketing.
8. Gain a high level of competency across APSE's operating systems including website updates and systems and safeguard APSE's reputation in line with its social media and IT policies.

9. Ensuring the consideration of equality, diversity and inclusion within all aspects of the role, but particularly in interacting with team members, outward facing marketing content and communications and in all interactions with APSE members and clients.
10. Comply with the Association's existing policies in relation to Investors in People (IIP), ISO 9001, ISO 27001 and ISO 14001.
11. Other duties and responsibilities within the broad framework of this job description and commensurate with the grade of the post.

## **KEY TASKS**

1. Support the implementation of APSE's Business Plan, media and marketing needs.
2. Create high quality media output in line with key organisational messages and assist in the development of new multichannel media and social media platforms.
3. Writing, editing and assisting with the design of press and media articles to support the organisation, its people and all stakeholders.
4. Support market saturation of the APSE brand, content and traded services (products).
5. Write articles, press releases and provide operational delivery of the production of APSE's bi-monthly magazine, APSE direct, in digital form and edit / manage ad-hoc print production copy through APSE's print supplier.
6. Write copy for Senior Staff to appear in a variety of Local Government publications and channels ensuring content suitable to audience.
7. Develop ideas and write suitable content for press articles and social media.
8. Train and raise media awareness with APSE staff.
9. Develop marketing campaigns across all APSE services.
10. Edit internal marketing material to ensure compliance with APSE's style guide.
11. Monitor and analyse media and campaign activities.
12. Ensure compliance with APSE policies and procedures.