

VACANCY ANNOUNCEMENT



JOB INFORMATION

Location: National Office, London	Position: Campaigns & Communications Officer
Contract: Unspecified hours, Permanent	Deadline to apply: 1.00pm Friday 10 th April 2020
Salary: Grade 7 (starting salary £45,711 p.a. inclusive of London Weighting)	Section/Team: External Relations & Training / Communications, Media & Campaigns

JOB DESCRIPTION

GMB is looking for a talented and dynamic Campaigns and Communications Officer to play a pivotal role in our work building a 21st century union.

The postholder will form a key part of GMB's Communications, Media and Campaigns team, producing high quality video and multimedia content, growing web and social media audiences and engagement. The role will be vital in developing and embedding modern union digital communications, and in supporting innovation in campaigning and organising.

We are looking for candidates with the right mix of technical know-how, creativity, passion and commitment.

This is a fantastic opportunity to work within a diverse and collaborative team environment, devising and delivering campaign strategies – and making a practical difference to union members across all employment sectors and regions of the UK.

The hours of work for this post are designated as 'unspecified', and there will therefore be a requirement for the successful candidate to work unsocial hours, which will include weekend work, when required by the role.

TO APPLY

If you'd like to download an application form please visit our website:

<https://www.gmb.org.uk/job/campaigns-communications-officer-gmb-national-office>

If you have any questions or require further information please contact the HR department:

HRDept@GMB.org.uk

GMB is an equal opportunities employer

JOB DESCRIPTION

Job Title	Campaigns and Communications Officer
Accountable to	Head of Communications, Media and Campaigns
Grade	7
Place of Work	National Office
Hours of Work	Unspecified

MAIN DUTIES AND RESPONSIBILITIES

- Reporting to the Head of Communications, Media and Campaigns (CMC) the Production and Communication Officer will be an experienced communications specialist with developed skills who drives best practice in GMB to deliver on the industrial aims and strategy of the union.
- Using complex specialist and technical skills and employing considerable levels of initiative, the post holder will be responsible for the design, production and dissemination of high quality GMB materials, and the maintenance, operation and development of GMB communication systems.
- The post-holder will work on varied projects including but not limited to recruitment and retention of GMB members, raising GMB's profile externally and helping to devise and support the campaigns of GMB activists, officers, Sections and Regions.

SPECIFIC TASKS AND DUTIES

Campaigns

- Work with Regions and National Officers/Sections to develop effective campaigns, inputting into the campaign plan and devising the best communication pathway to deliver campaign objectives
- Employ project management to prioritise competing campaign demands from Regions and Sections.
- Develop standard templates and materials to specification for use by GMB Branches, Regions, Sections and Sectors
- Plan and implement social media strategies, assessing effectiveness and developing best practice. This will require posting on official GMB social media channels that receive over one million views each month, the post-holder must be a responsible guardian for GMB's brand reputation and use their own judgment to ensure our communications are always in GMB voice and always appropriate
- Social media happens 24/7, which means the CMC Team must ensure constant monitoring of our channels in order to: trouble shoot, sign post members who need help, deal with any instances of online harassment, bullying or discrimination as soon as they are identified and to ensure complaints do not become the focus of widespread negative coverage online. This will require weekly out of hours working in coordination with the rest of the team to ensure we are always 'on the ball' in evenings, at weekends and on public holidays
- Build and maintain partnerships with various campaign groups, politicians and organisations in order to expand GMB's audience online - and have the confidence to engage and work with them.

Communication and Production

- Design and produce professional communications for GMB, developing content and narrative. Communications channels include but are not limited to social media, video, web content, email, SMS and print - adhering to special production requirements of each medium
- Build relationships with and commission work from external providers such as video producers, graphic designers, and print and mailing

houses to deliver GMB campaigns where in-house provision is not available

- Design and implement social media strategies to engage, recruit and retain GMB members
- Use digital targeting of workplaces and postcodes to organise and recruit workers around industrial issues, surveying members, reaching non-members and driving recruitment through online joining
- Monitor the success of digital and workplace initiatives in driving recruitment online, producing detailed statistical reports, and by finding and disseminating best practice
- Build engagement pathways using targeted communications and 'action focused' communications to aid retention
- Maintain GMB databases and communication platforms, ensuring that at all times we are adhering to the Data Protection Act 2018/GDPR
- Use a combination of the GMB membership system and the GMB website/external communication tools to devise and deliver large scale communications on behalf of GMB, ensuring the correct segmentation and accuracy of data

GMB Systems

- Maintain, operate and develop the GMB national website, to ensure it is always up to date both in content and the digital tools it offers to support GMB's campaign work, providing content as necessary. The post-holder will provide expert training, advice and support on this GMB tool
- Design, adapt and build websites, digital tools and systems to support GMB Regional and Section campaigns, recruitment and organising
- Manage GMB website data, which includes but is not limited to, petition signatures and member surveys. This must be conducted in line with GDPR
- Act in adherence with GMB's privacy policy at all times
- Produce and monitor analytical information on GMB communication channels and interactions
- Develop innovative ways of improving GMB campaigning, communicating and organising processes through the use of new platforms and adaption of software tools for GMB use contexts and specifications

Working with and Delivering for Members

- Work with activists and officers to establish the production needs of GMB activists and Branches
- Design and produce materials for GMB activists to use in their workplaces, providing easy to use templates to help Branches communicate with their members
- Develop and deliver training on complex specialist and technical areas to GMB members and employees from a range of backgrounds, abilities and seniority levels and often in large groups
- Develop user journeys across GMB communication channels, working strategically to monitor trends and impact to inform best practice across the organisation
- Build relationships with a wide range of high-profile external partners to identify additional member benefits that add value to GMB membership
- Provide analytical information and statistical reports to the Director of External Relations and Training and GMB lay member bodies on the functioning and performance of GMB communications systems
- Deal with member queries via online channels, using initiative and knowledge to respond on behalf of GMB, often being the first port of call for challenging and sensitive member queries

GMB Congress

As part of the CMC team responsible for delivering staging and all visual aspects of congress, the post-holder will work with the Congress Working Party and General Secretary's Office to:

- Plan and ensure the smooth running of Congress in general, including fringe meetings and external speaker management
- Develop Congress branding and produce documents, merchandise, signage, videos and any other required materials on time and within budget
- Communicate with delegates before, during and after Congress, developing innovative and effective ways of providing key information and increasing delegate engagement and satisfaction

- Ensure all venue staging, audio and visual elements are delivered, impressive and constantly improved, working with external companies and suppliers

Managing Resources

- Manage budgets for communications projects as set by the Head of Communications, Media and Campaigns to facilitate the production and distribution of materials and merchandise to support and drive departmental campaigns
- Responsible for the maintenance and security, when off site, of GMB specialist equipment such as video production equipment and specialist computers with editing software
- Responsible for opening and closing of the office when running out of hours events
- Produce campaign essentials, often on short timescales, such as emails, info graphics, leaflets, videos and microsites

Other

- Special projects and responsibilities as required by the Head of Communications, Media and Campaigns
- Support GMB's media relations work, including drafting press releases, contacts list and dealing with media queries when cover is needed.
- Being 'on call' to take press calls when cover is needed and to provide emergency design and communications support if issues arise which may require out of hours working.
- Be a brand guardian, ensuring both GMB's visual identity and GMB values are upheld throughout everything GMB says and does externally across communication platforms
- Be able to train and supervise other colleagues with less experience, monitoring the status and standard of delegated work

PERSON SPECIFICATION

The post holder should be:

- Calm under pressure and able to juggle multiple competing demands
- Confident in selling stories to the press, becoming an instant expert in the subject at hand
- Capable of working without supervision and demonstrate good initiative in dealing with unanticipated problems and identifying appropriate solutions
- Creative and able to find angles, events and set pieces that stand out
- Committed to the aims and objectives of the trade union movement
- Strong attention to detail and accuracy is a must, producing content that will be distributed to media outlets and online
- Able to work regularly out of normal working hours and ability to adapt to off-site and outdoor working

Skills and Knowledge

The nature of this role requires a high level of specialist knowledge in a number of areas.

General

- Education to degree level or equivalent in communications discipline
- At least two years' experience in a specialist media or communications role
- Specialist professional knowledge of highly complex communication production procedures and practices – including video, print and online content development and management of communication systems
- Proven ability to write clearly and concisely, for a range of key target audiences and with impact
- Proven track record of producing high quality print and online content using considerable initiative and creativity
- Up to date knowledge of current affairs, news and politics
- Committed to the aims and values of the trade union movement

Legal

- Detailed understanding of GDPR/Data Protection Act 2018 and how to apply that on a daily basis at GMB
- Understanding of libel and defamation law
- Understanding of copyright and the use of licensed material

Technical

The role requires a range of developed skills requiring considerable training and experience encompassing a range of communications systems, tools and processes:

- Specialist social media skills – with expert knowledge of platform capabilities and ability to utilise these and engage with large key audiences
- Data and analytics – ability to use a variety of data management and analytical tools to assess the effectiveness of different communication strategies, and ability to interpret, present and utilise that data in statistical reports
- Graphic design – advanced skills to design material for print and digital outlets, often condensing complex ideas and industrial relations situations into easy to understand, accessible communications. This requires the use of professional design software (Adobe PhotoShop, InDesign, Illustrator)
Website – advanced content management systems (CMS) and web front end development skills, such as writing/editing basic html code and the use of other online tools to improve the online experience for GMB members and activists; high level ability to write and edit copy for web for a variety of audiences
- Email – ability to design, write and analyse effective and engaging email campaigns for GMB's various audiences, using professional tools to build targeted segments, create user journeys and boost GMB's reach/membership
- Photography – ability to use industry-standard pro photography equipment and software (Adobe Photoshop, Lightroom) to capture and edit images at a high professional standard

- Videography - high level ability to use industry-standard professional video equipment and film-editing software (Adobe Premiere Pro, After Effects) to produce high quality professional quality audio-visual content, including subtitling skills. The post-holder will be able to develop and implement video that meets the evolving needs of online communications as well as the requirements of the wider union. The post-holder will be able to take an idea and run with it from start to finish, creatively, professionally and within budget.

Communications and campaigns

- Project and campaign planning, coordination and management
- Ability to tailor messages for a range of internal and external audiences
- Copy-editing and proof-reading skills
- Experience of dealing with media queries to tight deadlines
- Experience of drafting press releases, articles and media comments
- Up to date knowledge of current affairs, news and politics landscape
- Experience of media monitoring, digital analytic tools and producing statistical reports
- Track record of securing media coverage - print, broadcast and online
- Proven ability to use professional media contacts databases
- Proven experience of using forward news planning services
- Ability to develop, produce and deliver specialist technical training for GMB Sections, Regions and Branches
- Ability to directly respond to member queries, dealing with distressed or angry members and in difficult and sensitive situations

Management of resources

- Ability to meet deadlines and manage budgets
- Ability to build and maintain strong relationships with external communications suppliers and manage project workflow
- Ability to prioritise competing demands and respond quickly to unfolding events
- Responsibility for maintaining a wide range of specialist high-value technical equipment (video/photographic cameras and specialist computer equipment)