**Media and Communications Officer**

## Overall Objectives

1. To lead all aspect of LPF’s Media and Communications work.
2. To lead on development of marketing materials and editorial content of LPF’s website and social media platforms.
3. Lead on the press and public relations profile of the organisation.

 **Specific Responsibilities**

1. **With support from the Chief Executive and the wider LPF team develop and manage a social media strategy which amplifies LPF’s profile.**
2. **To manage and deliver LPF’s campaigns, working with staff to deliver a structured and engaging campaign that drives a key message of access and inclusion.**
3. **To monitor, develop and drive Level Playing Field’s social media channels.**
4. **To review and regularly update the LPF’s new website ensuring content is of the highest standard.**
5. **To provide monthly analytic reports of social media and website and usage.**
6. **Create effective and engaging press releases, news stories, speeches and other content for key LPF updates and news stories.**
7. **To manage existing and develop new media contacts.**
8. **To oversee the development and design of LPF’s annual impact report.**
9. **To drive and lead innovative media and communication practices across the organisation.**
10. **To manage and oversee all functions of the membership programme which includes communication through Newsletters and other channels and recruitment.**
11. **To oversee and manage LPF’s ambassadors programme recruiting suitable candidates and managing their involvement with empowering activities.**

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| **Person Specification** |
|  | **Essential** | **Desirable** |
| **Skills and Knowledge** | * Computer literate (all Microsoft functions).
* Excellent briefing and report writing skills.
* Ability to create impactful news stories.
* Ability to conduct interviews.
* Detailed understating of all major social media platforms (Twitter, YouTube, Facebook and Instagram).
* Knowledge of data protection and key legislation.
 | * Ability to edit videos.
* Experience of using CRM.
* Understanding of how to create accessible media.
* Data analysis of key analytics.
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| **Experience** | * Managing & supporting stakeholders.
* Leading communications across an organisation.
* Project management.
* Drafting briefing reports.
* Developing a communications strategy (online and offline).
* Working towards KPIs.
 | * Previous experience of working in the equality sector.
* Experience of public speaking
* Creating marketing and campaign videos.
* Understanding of the social model of disability.
* Managing relationships with contractors.
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| **Personal Qualities** | * Working under own initiative to achieve goals.
* Effective time management.
* Team player.
* Interest in the sports sector.
* Good understanding of the football landscape.
* Passionate about inclusion and representing under represented groups.
 | * Understanding of other sports.
* Willingness to guide and support others’ development with media and communications.
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