

Communication and Media Officer - 12 Month FTC

Reports to:	Head of Communications and Media
Hours:	34 hours – Full Time
Grade/Annual Salary:	2- £47,972.00 plus London weighting (currently £5,928)
Location	London Liverpool Street, Office based 3-4 days a week.

Job Purpose

The Communication and Media Officer will be an essential member of the TSSA's Communications Team, responsible for developing and executing communication strategies to effectively convey TSSA messages to both internal and external audiences supporting the Union to raise its voice through the media.

The role involves overseeing the TSSA Journal, managing online and internal communications, acting as press officer for England and Wales, and spearheading press and online media campaigns. The post holder will provide national press releases, deal with media queries and support operational staff in ensuring appropriate media coverage that raises the profile of the Union. Additionally, the role will develop and implement press and online media campaigns working closely with other staff as well as be the responsible person to maintain and develop website content and manage social media platforms.

The post holder will play an integral role in co-ordinating and managing Annual Conference.

Management Responsibilities

The role has no direct reports.

Key Responsibilities & Accountabilities

- Be a proactive and responsible member of the Communications Team and to the General Secretary's office, delivering other tasks as and when required and directed
- Positive exposure and recognition of TSSA in print and online media
- Act as the press officer for England and Wales, identifying opportunities for multimedia coverage to raise the profile of the Union.
- Draft and distribute national press releases, handle media queries, and facilitate appropriate media coverage.
- Maintain the quality and consistency of content across all communication channels, adhering to TSSA's editorial guidelines.
- Collaborate with the Communications Team to develop and deliver a communications strategy that is closely aligned to TSSA's organisational objectives.
- Continuously assess and refine communication strategies based on audience feedback and industry trends.
- Maintain and update website content to ensure relevance, accuracy, and engagement.
- Generate continuous social media content across various platforms to enhance TSSA's online presence and engagement with key stakeholders.

- Support and develop all staff to enable them to gain multimedia coverage for campaigning activity at local level.
- Develop excellent working relationships with colleagues, members and suppliers and external partners.
- Provide an out of hours/absence coverage media service as part of a rota system.
- Play an integral role in coordinating and managing the Annual Conference, working closely with relevant stakeholders to ensure its success.
- Contribute to the development of conference materials, promotional content, and communication strategies to maximise attendance and impact.
- Be a proactive and responsible member of the Communications Team, delivering other tasks as required.

Key Internal Relationships:

- Communications team
- General Secretary/Assistant General Secretary
- Organising Directors/Organisers
- Lay representatives, lay officials, and activists.
- Executive Committee, Branches and Divisional Councils

Key External Relationships:

- Press Officers
- Journalists
- Photographers.
- Trade Union Congress
- Suppliers

PERSON SPECIFICATION

JOB TITLE:	Communication and Media Officer	POST NO:	
ESSENTIAL		DESIRABLE	
Qualifications			
<ul style="list-style-type: none"> Degree in Communications, Media Studies, Public Relations, or equivalent related experience. 		<ul style="list-style-type: none"> Relevant journalism or public relations qualification. 	
Skills			
<ul style="list-style-type: none"> Excellent writing and editing skills, with the ability to produce high-quality content for various communication channels. Proficiency in website management and content creation, with experience using content management systems (CMS) and web analytics tools. Strong interpersonal skills, with the ability to collaborate effectively with internal and external stakeholders. Strong understanding of media relations, with experience in acting as a press officer and managing media campaigns Demonstrated ability to manage social media platforms effectively to engage audiences and drive results. Excellent organisational skills and attention to detail, with the ability to manage multiple projects simultaneously and meet tight deadlines. The ability to create engaging and impactful social media communications and campaigns for use across a range of social media platforms. Ability to work independently and as part of a team. Excellent IT skills including detailed knowledge of Microsoft Office suite. 		<ul style="list-style-type: none"> Knowledge of membership and contact database systems. 	
Knowledge and Experience			
<ul style="list-style-type: none"> A minimum of two years' experience working in a communication's focused role. Strong understanding of media relations, with experience in acting as a press officer and managing media campaigns. 		<ul style="list-style-type: none"> Journalism or press experience. Knowledge of trade unions or membership organisations Knowledge of transport and/or travel industries 	

<ul style="list-style-type: none"> • Knowledge and experience of the production and distribution arrangements of a regular publication. • Experience of working on press campaigns • Understanding of the different communication needs of different target audiences. • Knowledge of digital media and website content delivery. 	<ul style="list-style-type: none"> • Understanding of the political environment in relation to Trade Unions and the transport and travel industries
Other Personal Attributes	
<ul style="list-style-type: none"> • Commitment and empathy to the trade union movement. • Self-motivated and resilient. • Commitment to continuous professional development. • Commitment to equality, diversity and the values of the trade union movement. • Flexibility to work occasional evenings and weekends, particularly during peak communication periods and events. • Self-driven and able to work independently and as part of a team. • Able to come to terms with change and work differently. 	