**HIGHLAND RESERVE FORCES AND CADETS ASSOCIATION**

**COMMUNICATIONS OFFICER**

**GENERAL**

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| **1.** | **Appointment Details** | | | | | | |
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|  | a. | Job Title: | | Communications Officer | | | |
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|  | b. | Job Grade: | | E1 Grade | | | |
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|  | c. | Department: | | Engagement | | | |
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|  | d. | Reports to: | | Head of Communications | | | |
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|  | e. | Job Purpose: | | Assisting with the delivery of HRFCA’s external and internal communications, marketing, and Public Relations (PR) activities, and administering the Association’s membership. | | | |
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| **2.** | **General Description of Role** | | | | | | |
| Responsible through the Head of Communications for assisting with the provision of cost-effective and brand-compliant HRFCA communications, marketing and PR, focusing in particular on the delivery of HRFCA promotional activities and events supporting Community Engagement. The role also involves assisting with HRFCA Employer Engagement activities and providing administrative support to the Head of Engagement in managing the Association’s volunteer membership. | | | | | | | |
| **PRINCIPAL AREAS OF ACCOUNTABILITY/TASKS AND DUTIES:** | | | | | | | |
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| **3.** | **Description of Primary Tasks** | | | | | | |
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|  | a.  b. | |  |  |  | | --- | --- | --- | | Activities and Events: | | | |  |  | | (1) | Configuration, audience generation and delivery of a range of Community/Civil Engagement activities and events under the direction of the Head of Communications and in support of the Head of Engagement. | | |  |  | | Print and Online Publications: | | | |  |  | | (1)  (2) | Assisting the Head of Communications with the production of periodic publications including *High-Light*, Defence Matters, the HRFCA Annual Report and the Association Handbook.  Assisting the Head of Communications with the drafting and distribution of Press Releases to media organisations, and with production of articles and advertisements for a range of publications. | | | | | | | |
|  | c. | HRFCA Membership: | | | | | |
|  |  | (1)    (2)  (3) | Assisting the Head of Engagement in managing the Association’s volunteer membership database, updating the membership list as necessitated by changes to the membership and conducting periodic reviews to ensure its currency and accuracy.  Assisting the Head of Engagement in organising and delivering the Annual Association Meeting and HRFCA Area Committee meetings.  Ensuring that the distribution of *High-Light* and other publications is in accordance with the extant version of the membership list. | | | | |
| **4.** | **Other Duties**   |  |  | | --- | --- | | a.  b.  c. | Routine processing of invoices for payment from the Head of Engagement’s delegated budget.  Be prepared to carry out other duties commensurate with competencies held and the grade of this post.  The discharge of the role, tasks and duties of this post will require the post holder to undertake occasional evening and weekend working, for which time off in lieu will be granted. | | | | | | | |
| **5.** | **General Qualifications and Personal Attributes** | | | | | | |
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|  | a. | Essential | | | | | |
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|  |  | (1) | Previous communications, PR and/or marketing experience | | | | |
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|  |  | (2) | Proven organisational ability and attention to detail. | | | | |
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|  |  | (3)  (4)  (5) | Excellent interpersonal skills together with an interest in people and willingness to initiate proactive engagement with a variety of audiences.  Familiarity with Microsoft Office applications, in particular Word and Excel , and all social media platforms.  Current full driving licence. | | | | |
|  | b. | Desirable | | | | | |
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|  |  | (1) | Experience in planning and successfully delivering engagement activities and events in commercial and/or public sector organisations | | | | |
|  |  |  |  | |  |  |  |
|  |  | (2) | Qualified in media studies, communications and/or PR. | | | | |
|  |  | (3) | Previous experience of the regular or reserve armed forces and/or of the service cadet organisations. | | | | |
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| **6.** | **Other Features** | | | | | | |
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|  | a. | This Job Description: | | | | | |
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|  |  | (1) | Should be discussed/read with the line manager at the time of receiving the annual Personal Development Report (PDR). | | | | |
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|  |  | (2) | May be reviewed in the light of changes during the period of your appointment and on change of incumbent. | | | | |
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|  | b. | Because of the changing nature of our business, your job description will inevitably change from time to time. You may be required to undertake other activities of a similar nature that fall within your capabilities and are commensurate with your grade. | | | | | |
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|  | c. | I have read and understood my job description and mandate of responsibility and have received a copy of same. | | | | | |
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| Signed: | | |  | |  |  |  |
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| Post holder (name): | | |  | |  |  |  |
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| Date: | | |  | |  |  |  |
|  |  |  |
| Signed: | | |  | |  |  |  |
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| Line Manager (name): | | |  | |  |  |  |
|  |  |  |
| Date: | | |  | |  |  |  |
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