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| Role title | Communications Officer | Directorate | Stroke Support |
| Location | Belfast, Northern Ireland | Accountable to | Head of Engagement and External Affairs, Northern Ireland |
| Travel requirement | Regular | Accountable for | N/A |
| DBS check | No | Core Role Anchor Level | Deliver |
| Ambition Focus: 6: Building the foundations for long-term growth | | | |

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| Hours | 35 | Grade | E | Salary | Circa £25,500 per annum |
| Contract type | | | Permanent | | |

We are the UK's leading charity dedicated to conquering stroke.

There are over 1.2 million stroke survivors in the UK. Almost two thirds have a disability and one third rely on others for help, making stroke one of the biggest causes of disability.

We are continually working to improve the lives of stroke survivors and their families who deserve the very best treatment and care. We deliver amazing, life-changing support to over 60,000 stroke survivors and their families each year. We also fund research to find better treatments, campaign for better stroke care and help people understand how to spot and prevent stroke. This work is made possible by more than 4,000 talented volunteers and staff, our fantastic supporters and our strong relationships with the stroke clinical and research community.

We work with integrity, demonstrating our values as one combined passionate, innovative, respectful and professional team.

Together we can conquer stroke.

Directorate

Our Support Services Directorate is responsible for the effective delivery of local services commissioned by health and social care. We provide a range of services, supporting people from the early days after stroke throughout their recovery and into the longer term, working closely with our network of volunteers, stroke clubs and groups.

Our services provide a regional presence for the charity enabling a far-reaching impact through the delivery of other organisational activities such as prevention and awareness campaigns and fundraising activities.

This role is also closely linked to our Marketing and External Affairs Directorate.

Join us and help to achieve a world free of stroke

Purpose of role

Every Stroke Association role is designed to contribute towards achieving our strategic ambitions. The particular focus of this role is to help us to achieve Ambition 6: Building the foundations for long-term growth

The purpose of this role is to raise awareness of stroke and the Stroke Association in Northern Ireland, enabling the voice of people affected by stroke to be represented in the media; campaigning to improve health and social care and other statutory services, and raising the profile of Stroke Association fundraising activities and service developments.

Key responsibilities of role

| Responsibility areas | Performance Indicators | Key Competencies |
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| Develop and issue media materials, including press releases, letters to editor and media statements, which effectively communicate key messages and result in high-quality media coverage | <ul style="list-style-type: none">Press releases, Letters to Editor, articles, photo opportunities and resulting media coverage | Communication and Influencing Collaboration |

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| Respond to reactive media enquiries, maximising opportunities to raise awareness of the Stroke Association and promote the work of the charity, referring to the Crisis Management Protocol where necessary | <ul style="list-style-type: none"> • Media statements, spokesperson briefings and resulting media coverage | Leadership Customer focus Communication and Influencing |
| To coordinate Northern Ireland social media activity, developing engaging content and photography | <ul style="list-style-type: none"> • Twitter and Facebook posts • Engagement across social media channels | Leadership Customer focus, Communication and Influencing |
| To deliver media campaign evaluations which reflect team KPIs | <ul style="list-style-type: none"> • Campaign evaluations | Managing and developing performance Continuous improvement and innovation |
| To identify relevant media case studies and provide support to help them share their experiences with the media, ensuring that confidential and accurate records are kept on our CRM data base | <ul style="list-style-type: none"> • Case studies identified • Media interviews with case studies • Resulting media coverage • CRM records | Leadership Collaboration Communicating and influencing Open-mindedness |
| Develop and maintain working relationships and partnerships with regional media contacts | <ul style="list-style-type: none"> • Contacts established and maintained • Face to face briefings • Resulting media coverage | Customer focus Communicating and influencing Continuous improvement and innovation |
| To ensure sections relating to Northern Ireland on the Stroke Association's website and intranet are maintained and updated | <ul style="list-style-type: none"> • Web copy developed | Communicating and influencing |
| To build relationships with key external stakeholders | <ul style="list-style-type: none"> • Meetings attended • Attendance at networking events | Customer focus Communicating and influencing Open-mindedness |
| To work closely across the Marketing and External Affairs and Support Directorates to | <ul style="list-style-type: none"> • Meetings attended • Yammer posts | Customer focus Communicating and influencing |

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| share updates, learnings and success | <ul style="list-style-type: none"> • Internal communications updates | Continuous improvement and innovation |
| To train and support Northern Ireland staff, service users and volunteers in dealing with the media in their roles of spokespeople and ambassadors for the organisation. | <ul style="list-style-type: none"> • Media training sessions with potential media spokespeople coordinated • Oversee individual and group internal training sessions where refresher sessions are needed | Business Acumen Customer Focus |

Mandatory responsibilities of role

To undertake any other duties commensurate with the purpose and remit of the post.

| Responsibility areas | Performance Indicators | Key Competencies |
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| To ensure that you manage and develop your own performance | <ul style="list-style-type: none"> • Evidenced attendance at personal training and regional events • All mandatory training is completed • Performance and Development Review completed to standard | Managing and Developing performance Leadership |
| To follow the Stroke Association's policies and procedures | <ul style="list-style-type: none"> • Familiar with competency framework including values, mission and vision. • Accessed and read the Staff Handbook and any relevant policies and procedures to your role. • Willing to travel during the course of your duties with possible overnight stays away from home | Managing and Developing performance Change Readiness Open-minded |
| To contribute to any project work as required | <ul style="list-style-type: none"> • Examples of project work. • Deadlines are met and quality is of a high standard | Collaboration Business Acumen Continuous Improvement and Innovation |

Person Specification

| Education and Training | Essential/ Desirable |
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| Excellent level of education (degree level or similar work experience) | Essential |
| Willingness to undertake training and continuing professional development | Essential |
| Experience | Essential/ Desirable |
| Experience of using technology and IT systems | Essential |
| Experience of planning, executing and monitoring media plans | Essential |
| High level of experience of working with media | Essential |
| Experience of researching and writing news articles | Essential |
| Experience of working across teams to develop and deliver campaigns | Essential |
| Experience of identifying media case studies, and supporting them share their experiences with the media | Essential |
| Experiences of working in a fast-paced environment with the ability to react, learn from and adapt to changes in the external environment | Essential |
| Experience of working with people with disabilities and volunteers | Desirable |
| Skills and abilities | |
| Demonstrate excellent verbal and written communication skills – the ability to turn complex information into easily understandable language | Essential |
| Ability to work well within a team and an organisation that is spread across many geographical | Essential |

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| areas | |
| The ability to build and maintain relationships with external stakeholders , including journalists | Essential |
| Ability to work without direct supervision and use initiative | Essential |
| Ability to organise a busy workload and flexible approach to prioritisation | Essential |
| Excellent planning and organisational skills | Essential |
| Excellent understanding of conventional and social media, their workings and procedures | Essential |
| Other requirements | |
| Ability to, on occasions, work outside of office hours and travel with overnight stays | Essential |
| To be committed to the principles of equal opportunities and diversity | Essential |
| To have an understanding of stroke or the ability to acquire an understanding on the impact of stroke on individuals and their families | Essential |
| To have an understanding of the role of celebrities in the work of supporting a charity | Desirable |
| An understanding of the current news agenda and its relevance to people affected by stroke, staff and supporters of Stroke Association | Desirable |

Please ensure you explain in your application how you meet each of the criteria in the Person Specification.

Please note that these criteria will be used in the shortlisting processes.