



Communications and Engagement Officer (Violence Reduction Alliance)

Salary: Grade F - £26,016 - £31,725

Hours: Full time, 37 hours per week

Contract: 2-year Fixed Term Contract

The role

In Staffordshire and Stoke-on-Trent we're facing extraordinary challenges, however have the opportunity to build a system that works now and in the future. To respond to some of the challenges identified, Staffordshire and Stoke-on-Trent have established a Violence Reduction Alliance and launched a Serious Violence Strategy 2020-2023, which is predicated on a public health approach to violence reduction.

The Staffordshire and Stoke-on-Trent Violence Reduction Alliance has an exciting opportunity for a talented communications and engagement professional to lead the development and implementation of a communications and marketing strategy to support the Alliance and the Serious Violence Strategy.

The post holder will be responsible for effective engagement of internal and external stakeholders and will be as comfortable out and about talking to people in the community as they are providing proposals to managers.

Working closely with colleagues from multiple organisations, the post-holder will be responsible for supporting the development of strategies and working in partnership to deliver a range of campaigns, engagement, social marketing and digital projects to support joint communications.

What is the role?

This role is responsible for supporting and developing communications and engagement for partnership projects. This includes being part of ambitious campaign plans to deliver on key service objectives, as well as working with managers and the media to effectively advise on potential media issues.

This role will support the Alliance in researching, preparing and delivering innovative engagement campaigns, organising and running events, effectively working with the media proactively and reactively and engaging a wide range of stakeholders.

The post will be part of the Violence Reduction Alliance Core Team.

Principal Duties

General

- Support the development of a multi-agency communications strategy
- Support the Multi-agency communications group
- Liaise with partners to agree communications messages
- Identify current campaigns and support the development of a variety of multi-agency campaigns.
- Work with partners to establish and develop a partnership Violence Reduction Alliance Newsletter
- Support the Safer Schools Alliance newsletter.
- Attend the Violence Reduction Delivery Group, Child Exploitation Steering Groups and Multi-agency Communications Groups.
- Support the Attitudinal Change priority of the Serious Violence Strategy

Digital Communications and Website

- Plan, source, and develop relevant and engaging content for social media channels working with the wider partnership.
- Support the Core Team to develop a Violence Reduction Alliance website, ensuring that the website remains up-to-date.
- Work with the Programme Lead for Serious Violence to oversee the branding and visual identity of the Violence Reduction Alliance.

External Communications

- Source suitable images for use in communications, development materials, the website and the newsletter, liaising with photographers as necessary.
- In consultation with partners, produce posters, flyers and other advertising materials as required, using in-house design software
- With the Programme Lead for Serious Violence and other staff members, identify opportunities to promote the Alliance more widely, collaborating with internal and external partners when required.

Internal Communications

- Support a review of communications to internal (Alliance) stakeholders and produce guidance and suggestions of how best to communicate to internal audiences.
- Produce a quarterly news bulletin for partners.
- Coordination of all communications activity and acting as an advisor to the Alliance

Events

- Support the Alliance with the promotion of events of differing sizes.
- Attendance at a number of events each year.

Who is the person?

We are looking for an outstanding individual who combines a wide range of skills and experience across communications and engagement with particular experience around internal communications, media management and community engagement.

The post will be part of an integrated team, so will need to be collaborative and able to work closely with other specialists to deliver complex campaigns.

Adaptable, flexible and able to get up to speed quickly with the latest policy changes in the health and social care environment, the person delivering this work will need real passion and drive to deliver in this challenging area.

Person Specification

Essential:

- A degree or equivalent in a relevant subject area and/or appropriate professional qualification or significant experience in similar communications and engagement roles.
- Experienced writer and communicator with the ability to engage a wide variety of audiences.
- Experienced and confident user of Microsoft Office programmes, particularly MS Word, ideally in a professional environment and confident in developing new IT skills.
- Experienced user of Social Media, particularly Facebook, Twitter, LinkedIn, TikTok, Snapchat and Instagram.
- Experience of working on multiple projects at any one time with competing deadlines.
- High level communications skills (both oral and written) to enable clear and concise communication of information to a range of audiences.
- Excellent organisational and administrative skills
- Excellent time management skills

Desirable:

- Experience of editing a website through a CMS (content management system).
- Experience of reviewing best practice and utilising professional knowledge to inform and develop strategy.
- Experience of design small publications using software such as Canva.
- Experience and knowledge of violence reduction and exploitation or community safety/safeguarding.

This is a politically restricted post.