

# Job description

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**Position:** External Affairs Officer (PT – 30 hours per week, 12 month fixed term contract )

**Reports to:** Policy & External Affairs Manager

## Main purpose of role

To support the implementation of CLES's communications strategy, helping to ensure that our policy and research work is influential and impactful with a range of key audiences and helps to shape national and local debates on the role of local economies. The role will also include providing administrative support to the wider CLES team.

## Duties\*

- To support the Policy & External Affairs Manager in the delivery of communications strategies, campaigns and outputs, including through:
  - design of publications and other materials consistent with brand guidelines;
  - social media monitoring and content creation;
  - creation and management of web content;
  - proofreading and editing of written content consistent with house style guidelines; and
  - events planning and administrative support.
- To work with external suppliers to support the above.
- To support the communications roles and responsibilities of other team members.
- To support the organisation's communications procedures and policy, including adherence to brand guidelines, social media policy, and quality control processes.
- To support the administrative function of CLES by working with the office manager as required.
- To support the development, regular maintenance and data analytics of CLES's digital and print communications channels, including media lists, social media platforms, website, mailings and publications.
- To work alongside researchers to identify opportunities for media and communications content including events, publications, web and social media content, opinion pieces and press releases.

- o To be a point of contact for press related enquiries, support in writing press releases and with colleagues to write and place articles in national and specialist press.

\*In order to reflect organisational or procedural changes, the job description may be subject to variation by management, following consultation with the post holder.

## Person specification

Skills, knowledge and experience	Essential/ desirable	Mode of assessment
Experience of supporting the development and delivery of successful communications strategies, campaigns and outputs across print and digital.	Desirable	CV and interview
Experience of managing multiple projects simultaneously.	Essential	CV and interview
Experience of delivering messaging and outputs for a variety of channels, including publications, web content, social media strategies and events.	Essential	CV, interview, test
Good writing skills, adept at adjusting style depending on audience.	Essential	CV, interview, test
An understanding of MailChimp, Wordpress, Hootsuite (or similar) and/or Google Analytics.	Essential	CV and interview
Strong design skills, including ability to produce infographics, and use InDesign to design publications for print.	Desirable	CV, interview, test
Experience of working with communications procedures and policy, including brand guidelines, house style guidelines, social media policy, and quality control processes.	Desirable	CV and interview

Experience of producing digital content in house e.g. films, podcasts, animations	Desirable	CV, interview
Experience of event management and administration.	Essential	CV and interview
Experience handling enquiries from the media and interest groups.	Desirable	CV and interview
Interest in at least one policy area relevant to CLES:	Desirable	Interview
<ul style="list-style-type: none"> <li>the voluntary, community and social enterprise sector;</li> </ul>		
<ul style="list-style-type: none"> <li>local economic development;</li> </ul>		
<ul style="list-style-type: none"> <li>regeneration and community development;</li> </ul>		
<ul style="list-style-type: none"> <li>social inclusion and poverty; or</li> </ul>		
<ul style="list-style-type: none"> <li>public service reform and local government.</li> </ul>		