



The National Federation of SubPostmasters

Job Description Communications Officer

Purpose

To undertake the planning, development and delivery of NFSP internal and external communications, including website, monthly members' journal and other member communications and publications, in liaison with other NFSP staff; to contribute to wider policy and communications and NFSP work programmes.

Reports to: Head of Policy and Communications (HoPC)

Main duties and responsibilities:

Website

- Day-to-day management of the NFSP website, including updating and ongoing monitoring, gaining input from other NFSP staff as necessary.
- To lead the research, planning and implementation of the longer-term development of the site, to ensure it continues to achieve its objectives.

The Subpostmaster

- Together with the HoPC and the Editor, leading work on the ongoing development of the design, content and production of *The Subpostmaster*.
- Together with the HoPC and the Editor, leading editorial and planning meetings for *The Subpostmaster*.
- To co-ordinate the NFSP monthly members' journal *The Subpostmaster*. This will include -
 - Together with the Editor, responsibility for the content and appearance of each edition.
 - Sourcing articles and images from sources within and without the NFSP.
 - Sub-editing and proof reading articles.
 - Writing articles.
 - Sourcing and formatting images.
 - Liaison with external advertising, design and printing contractors.
 - Together with the Editor, amending and signing off final proofs.

Other Member Communications, Publications and Materials

- To co-ordinate the production of other internal and external NFSP communications, publications and materials, in consultation with other NFSP staff.
- To contribute to and as required lead the ongoing review and development of NFSP member communications to ensure that they best achieve their objectives.

Design, Branding, and Images

- To develop, implement and maintain a “house style” in all NFSP written communications.
- To develop, implement and maintain, in liaison with other NFSP staff and external consultants as required, strong NFSP visual branding.
- To develop and maintain an NFSP photo library for use across a range of communications forms.

Events

- To contribute to planning of and arrangements for NFSP events, in particular regarding the design and production of materials.
- To represent NFSP at internal and external events as required.

Media

- To support the HoPC, other senior NFSP staff and external public relations consultants in developing media strategy, drafting press releases, responding to media enquiries and building dialogue with journalists.

General

- To develop, promote and adhere to best practice and to agreed systems and procedures across all areas of work.
- To remain informed of issues affecting subpostmasters, the post office network and wider policy areas.
- To undertake other duties as required commensurate with the level of this post.