



The National Federation of SubPostmasters

Job Description Communications Officer

Job Description: Communications Officer

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

Reports to: Director of Policy, Communications and Membership (DPCM)

Main duties and responsibilities:

Website / Web Forum

- To undertake the day-to-day management of the NFSP website, including updating and ongoing monitoring, gaining input from other NFSP staff as necessary and acting as lead contact for external website developer.
- To lead the research, planning and implementation of the longer-term development of the site, to ensure it continues to achieve its objectives.
- To act as lead Administrator for the NFSP web forum, and to liaise on a regular basis with the Moderator on the day-to-day maintenance of the forum.
- To contribute to and as required lead the ongoing review and development of the forum.

The Subpostmaster

- To lead work on the ongoing development of the design, content and production of the NFSP monthly members' journal *The Subpostmaster*, in liaison with the General Secretary (GS), DPCM and the Members' Editor, and to act as lead contact for external publisher.
- To lead monthly planning and editorial meetings for *The Subpostmaster*.
- To co-ordinate each edition of *The Subpostmaster*. This will include –
 - 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 and commissioning articles.
 - sourcing and formatting images.
 - liaison with external advertising and publishing contractors.
 - 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 as required.
- 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.

Membership

- To work with the GS, DPCM and NFSP Membership Team in developing member recruitment and retention strategies, and in particular leading the development of membership and recruitment materials.

Media

- To support the DPCM, other senior NFSP staff and external public relations consultants where required in developing media strategies, 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.