



## **JOB DESCRIPTION**

<b>Post:</b>	Communications Officer (CommsO)
<b>Department:</b>	Engagement
<b>Line Manager:</b>	Head of Engagement (Hd Engt)
<b>Salary:</b>	£31,696
<b>Grade:</b>	C2

### **Corporate Communications.**

- 1.. Develop the Association Corporate Communications Plan, supporting the RFCAYH Engagement Strategy. This includes Community Engagement, Marketing, Recruiting Support and Public Relations.
2. Maintain and improve the public reputation and image of the Association.
3. Act as brand guardian, overseeing all external and internal corporate communications.
4. Development of “communications best practice” not only within this RFCA but also with other RFCAs and in particular North of England.
5. Enable the senior management to communicate effectively with the Association, selected Youth Organisations, selected regional and local government institutions, veteran and ex-service organisations.
6. Compile and produce the Chairman’s Report for Association meetings.
9. Facilitate communications between Cadet, Reserve and Regular units.
7. Manage the Association website and all digital communication.

### **Recruiting Support.**

8. Work with 4 Brigade to facilitate communications for Recruiting Support. Assist other Services as required.
9. Facilitate recruit marketing for Cadet Force Adult Volunteers as required.

### **Public Relations.**

10. Facilitate local and regional proactive public relations for reserves and cadets. This includes taking photographs and producing short in-house videos for social media.
  11. Develop and maintain a working relationship with the Royal Navy, Army and RAF Media as appropriate.
  12. Develop communication plans for major RFCA events such as Exercise Executive Stretch and Reserves Day, in conjunction with Defence Relationship Management (DRM), single services and connected agencies.
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### **Community Engagement and Event Management.**

13. Assist Hd Engt to Coordinate RFCA support to Service Presentation Teams and other Chain of Command Community Engagement events.
14. Coordinate HM Lord-Lieutenant Awards with reserve and cadet units.
15. Deliver RFCA input at the Great Yorkshire Show.

### **Budget**

16. Be prepared to manage the regional communications budget within annual limits, as agreed with the Hd Engt.

### **Other Duties**

17. Line management responsibility for Communications Administrative Officer.
18. Any other duties (appropriate for the grade) as directed by the Chief Executive or line manager in accordance with departmental priorities and staff availability, or as required due to changes in technology.
19. This Job Description may be subject to change and will be reviewed periodically.