

TOGETHER ACTIVE

Staffordshire & Stoke-on-Trent

Role Profile: Communications Officer
Reporting to: Head of Policy and Strategy
Salary: £28,000 pro rata
Hours: Part Time 21 hours per week
Location: Hybrid

Role Summary

The Communications Officer at Together Active will play a vital role in managing and executing the organisation's communications strategy. This position will focus on enhancing internal communications, for both the staff team and the board, crafting compelling external newsletters and messaging, and actively managing social media platforms to share campaigns and key updates. The Communications Officer will ensure consistent messaging across all channels and work to engage both internal and external stakeholders and the wider community effectively.

Role Outcomes

- 1. Information is shared effectively:** Key information, work updates and insights are shared across the team in an efficient and effective manner.
- 2. Stakeholders are engaged:** external partners and stakeholders have a clear understanding of our work and our mission.
- 3. The Together Active Brand is protected:** our brand is consistent, recognised and authoritative in the physical activity and health and wellbeing spaces.
- 4. Our communications are professional:** all our messaging has a clear and consistent brand identity which is maintained across the organisation.

Day-to-Day Responsibilities

Internal Communication Management: Develop and implement strategies to improve internal communications, including staff and board newsletters and team updates.

Newsletter Production: Design, write, and distribute engaging and informative newsletters to stakeholders and the wider community, highlighting key work, information and activity.

Social Media Strategy: Plan and execute a dynamic social media strategy that increases engagement and followers, increases the reach of local and national campaigns, and effectively communicates the impact of Together Active's work.

Brand protection: Ensure the brand guidelines are adhered to across the organisation.

Content Creation: Produce high-quality content in line with our brand guidelines, including press releases, blog posts, and social media posts, that reflects Together Active's mission and initiatives.

Analytics and Reporting: Use analytics tools to track the reach and effectiveness of communications and adapt strategies based on performance data.

Line Management Responsibilities

This role has no direct reports.