Job Description

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| **Employer:** | Active Black Country Limited (ABC Ltd) |
| **Job title:** | Communications & Insight Officer  |
| **Department:** | Partnerships  |
| **Location:** | 1st Floor Neville HouseSteelpark RoadHalesowenB62 8HD |
| **Contract:** | Permanent |
| **Salary:** | £25,000-27,000.00 per annum  |
| **Hours of work:** | 37.5 hours per week with additional hours worked as necessary for the proper performance of duties |
| **Reporting to:** | Strategic Communications Lead  |

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| **Job purpose** |
| The Communications & Insight Officer will provide communications and marketing support across the thematic areas of the Active Black Country partnership and support the implementation of the ‘Creating an Active Black Country’ strategy. They will report to the Strategic Communications Lead to ensure Active Black Country’s website is up to date, producing stories and content for social media and a range of marketing channels. The role will involve promoting key stakeholder and community partner activities across the Black Country and ABC’s involvement, conveying insights and impact using a range of communication tools and platforms. |
| **Main duties** |
| 1. Develop creative content based on data and insights, telling the story of the benefits of being active (including new stories, reports and social media posts), for use on Active Black Country’s communications platforms.
2. Assist with embedding evaluation and learning across the team and coordinating data and insight reports, aligning with Active Black Country vision and objectives.
3. Play a role in the coordination of the Implementation Plan.
4. The Communications & Insight Officer will take a lead in online content creation and continuous development of the online and social media presence of Active Black Country. The role will include management of social channels, website, branding and PR, as well as the design of promotional materials and any outsourcing of design work to third parties.
5. Assist in production of various thematic reports, learning summaries & case studies to outline the progress and impact of programmes & projects, reflecting on important engagement and marketing metrics, identifying current trends and providing necessary advice.
6. To provide recommendations and guidance on marketing and communication practices.
7. Support all staff and elected officers to meet the organisation’s marketing & communication objectives.
8. Be responsible and take reasonable care for the Health, Safety and Welfare of self and other employees and the public in accordance with Health and Safety Legislation and company procedures.
9. Adhere to the Data Protection Act. Confidentiality must be maintained at all times.
10. To adhere to all relevant Active Black Country Limited policies and procedures at all times.
11. Undertake such other duties as may be appropriate.
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| **Person Specification** |
| 1. Experience in report writing, plus content creation for online platforms, developing messaging for different audiences that inspires people to move more. Comfortable using and managing content management systems.
2. A genuine interest in the power of physical activity and movement to help people to improve their wellbeing.
3. Excellent organisational and time management skills, with ability to prioritise & meet tight deadlines as and when required, managing a number of programmes at the same time.
4. Articulate, concise, accurate written and oral communication skills.
5. Ability to take instruction from a number of people with ability to highlight where issues may arise in delivery of tasks to meet differing timescales and agendas.
6. Customer-focused approach with ability to communicate with internal/external partners.
7. Excellent computer literacy skills in office 365 - specifically Excel, and other project management tools.
8. Ability to meet objectives and work on own initiative.
9. Resilience and ability to work under pressure in a fast-paced working environment delivering high standards at all times.
10. Willingness and interest in keeping up to date with developments and trends in the Sport and Physical Activity sector.
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