



CONSORTIUM

for stronger lgbt+ communities

Job Description

Job Title:	Communications Officer.
Hours:	Part-time: 21 hours (3 days) per week.
Reports to:	Head of Partnerships and Development.
Responsible for:	No line-management responsibilities.
Salary band:	£25,482 – £27,582 pro-rata.
Based:	Home-based in the UK.
Terms:	25 days annual leave entitlement, plus pension contributions.

Consortium has implemented practices that aim to reduce bias in our recruitment process. When reviewing applications, the information provided in your covering letter will be viewed independently, without access to information from your CV or the personal details provided in section 1 of the application form.

We particularly welcome applicants from underrepresented groups, including people of colour or people from BAME (Black, Asian, Minority Ethnic) communities, women, trans and non-binary people and people who are older (50+). We recognise the use of terms such as BAME/PoC reflect a diverse range of people and communities. We use it as inclusively as possible to reflect people from communities who experience racism.

Equity is important to the success of our team and work. We don't want any barriers to applying so if you want to discuss particular aspects of our approach, or get a better understanding of whether Consortium is right for you, then please contact Paul, our CEO, on: paul@consortium.lgbt.

Role Purpose

As Communications Officer you will manage the charity's brand, PR and communications, to raise the profile of Consortium and communicate the need and impact of our work to key audiences.

This is a broad role, responsible for managing and delivering the PR, brand management, content development & communications. The role will involve working with the colleagues across the Consortium team and external stakeholders to deliver accurate and engaging content which spans our work.

Main Duties

- To develop and implement an overarching PR & Communications strategy that raises the profile of Consortium, creating plans which maximise proactive and reactive opportunities to deliver engaging, informative and inspiring communications to our audiences
- Oversee and be accountable for creating positive and high performing PR and communication content that align with Consortium's objectives and goals and respond to the needs of the wider LGBT+ sector
- Shape and grow Consortium's 'voice' and profile with key audiences, while protecting the charity's reputation, by expertly delivering relevant content across all channels available
- Lead the development and management of marketing and communications plans for key moments in the year (e.g. Pride Month, LGBT History Month, awareness days, key news items which affect the LGBT+ sector)
- Preparing, positioning and deploying Consortium's information, and acting as spokespersons as required
- Ensuring internal communication with all teams and promoting activity by Consortium colleagues and consortium members
- Generate and tailor Consortium specific and sector wide press releases and open letters for the media and manage responses
- Identify potential storylines about the work that Consortium does that can be developed into positive, pro-active media stories or articles in order to raise Consortium's profile
- Build relationships with sector media to enable us to reach our audiences with our messages
- Support key spokespeople including the Senior team, Trustees and colleagues with media briefings/key messaging

Social Media:

- Monitor and develop Consortium's social media presence and strategy, ensuring that traditional and social media activities are joined up
- Manage and further build a social media brand presence, creating impactful content and communications tailored for social media, utilising platform features to maximise impact
- Engaging and managing social media influencers, building relationships and creating an influencer outreach programme that generates action
- Use data and analysis to drive innovation and testing, and establish social media and influencer engagement best practice across the organisation

General Duties

- To work as part of a remote team, embracing online communication and collaboration tools.
- To be able to work effectively and efficiently in an unsupervised environment.
- To be able to travel occasionally around the UK.
- To act at all times in the best interest of Consortium and its Membership.
- To prepare for and attend regular supervision sessions, conducted by the Head of Membership and Engagement.
- To carry out other duties as may from time to time be reasonably required.

Person Specification

Essential

- Experience of delivering within a PR and/or Comms function which has raised the profile and awareness of an organisation, ideally in the UK charity sector
- Excellent verbal and written communication skills with the ability to develop outstanding content across a range of forms including open letters, consultation responses and marketing
- Experience of managing digital projects, with working knowledge of digital tools and technologies
- Excellent attention to detail
- A confident and effective communicator, including in difficult situations
- Strong interpersonal and networking skills, able to build effective relationships with the media, staff supporters and the public
- Resilience and ability to use own initiative, manage competing demands, prioritise workload and meet deadlines
- Ability to build collaborative relationships and influence stakeholders at all levels
- Experience of crisis communications management
- Able to do basic photo editing and film and edit short promotional videos and other content

Desirable

- Strong knowledge of the UK media landscape and the opportunities and challenges it presents for LGBT+ organisations, as well as experience in safeguarding policies and best practice
- An understanding of graphic design
- Experience of working in the LGBT+ voluntary sector
- Excellent news sense and ability to identify pro-active stories
- A flexible approach to adapt to changing priorities

Benefits

Consortium has been working as a virtual organisation for nearly 9 years with a team spread across the UK, all working from their own homes. A working from home payment, of a discretionary amount in line with HMRC guidance, is made to all staff to contribute to costs that might be incurred through this way of working.

Consortium encourages its team to maintain a good work life balance. Staff are encouraged to take time off in lieu for any hours worked beyond their contracted hours.

Consortium's core hours are between 10am and 3pm and staff can agree regular working patterns with their line manager.

Consortium has an auto-enrolment pension scheme, which all eligible employees benefit from.

Applications

**Applications for this post will close on Wednesday 21st July at 5pm.
Interviews will take place on Tuesday 3rd August via Zoom.**

[\[Click here to access the online application form\]](#). You will be required to upload a copy of your CV and a covering letter, which addresses how your skills and experience match those detailed in the Person Specification.

If you would like to discuss anything in relation to the post, please contact our Recruitment Team on: recruitment@consortium.lgbt