

Communications and Media Officer - Job Description

[Greater Manchester Poverty Action](#) (GMPA) is a not-for-profit organisation based in Greater Manchester that works to address poverty across the city region. We convene and network organisations across all sectors to foster collaboration and innovation, and to maximise the impact of efforts to address hardship and deprivation across Greater Manchester. We carry out research and we campaign for changes in policy both locally and nationally so that the structural and systematic causes of poverty are addressed.

GMPA is seeking a Communications and Media Officer to lead on the delivery of our communications outputs, including our website, newsletter and social media activity, and to support the organisation to raise its voice through the media. The role will suit someone with initiative and existing communications skills and experience who is looking to take on greater responsibility and contribute to the fight against poverty.

Title: Communications and Media Officer

Location: A combination of homeworking and working from our office in central Manchester (St Thomas Centre, Ardwick Green N, Manchester M12 6FZ) at least two days per week.

Hours: 5 days per week (35 hours), with flexibility and part-time hours available for the right candidate.

Contract: 24 months with likelihood of extension.

Probationary period: 4 months.

Employer: Greater Manchester Poverty Action Limited.

Purpose: To deliver GMPA's communications outputs and support the delivery of GMPA's media work.

Salary range: £28,000 to £32,000 pro rata, depending on experience.

Paid annual leave entitlement: 25 days pro-rata.

Line management responsibilities: None.

Managed by: Senior Policy and Research Advisor.

Key responsibilities

- Coordinate and deliver GMPA's newsletters to our growing network of 1800+ stakeholders.
- Maintain GMPA's growing network of 1800+ stakeholders.
- Being the main point of contact for general media and other enquiries submitted to GMPA.
- Keep GMPA's website up-to-date, working with colleagues to ensure content is relevant and up-to-date and working with the external website support consultant and liaising with our email service provider as required.
- Develop and issue social media content, working with colleagues on creating engaging and impactful content that promotes GMPA's programme and advocacy work.
- Maintaining and developing GMPA's brand.

- Working with other members of the team to maintain GMPA's 'Network Support' activities, including our Maps of Support Services.
- Provide statistics to the CEO, board and funders where appropriate on GMPA's communications reach, including website traffic and social media insights.
- Support the CEO and Senior Policy and Research Advisor with general communications planning.
- Work with the CEO on media engagement, drafting and issuing media statements and liaising with media outlets as required.
- Work with the Senior Policy and Research Advisor to plan and deliver advocacy, policy and research relevant communications and to maintain oversight of communications outputs and delivery of the annual communications plan.
- Work with the Head of Programmes and other programme colleagues to coordinate the delivery of programme related communications outputs.
- Be a proactive and responsible member of GMPA's team, delivering other tasks as required.

Person specification

Essential

- Computer and IT literate (all Microsoft functions) with the ability to make website updates and edits (i.e. ability to use a Content Management System (CMS)).
- The ability to create engaging and impactful social media communications for use across a range of social media platforms.
- The ability to use Canva and/or other software to support the delivery.
- Organisational skills with the ability to maintain contact databases and communication planning.
- Planning and coordination skills with the ability to deliver timely and regular communications outputs.
- High attention to detail, with excellent proofreading skills with the ability to draft media releases and newsletter and website content as required.
- Passionate about social justice and ending poverty in Greater Manchester and the UK as a whole.
- Strong team player with excellent internal and external communication skills and the ability to liaise professionally with external stakeholders.
- The ability to work outside of regular working hours as required.

Desirable

- Experience sourcing content for newsletters.
- An understanding of Google Analytics and other insights tools.
- Experience of drafting press releases.
- Experience of poverty in your personal or professional life.