

WOMEN IN THE FIRE SERVICE UK

Women in the Fire Service UK is an organisation which provides its members with access to support, guidance, training and personal development, promoting inclusion and diversity, and helping women achieving their full potential within the Fire & Rescue Service.

Job title:	Marketing & Communications Assistant
Responsible To:	WFS Treasurer of the National Executive Committee (NEC)
Purpose of Job	<p>Create engaging text and image content to sustain curiosity, create, maintain and develop interest in WFS;</p> <p>Assist with the creation of a communications strategy designed to inform, educate and support increase in membership base;</p> <p>To ensure that equality of opportunity and fairness is embedded throughout all WFS activities, external and internal relationships, in accordance with legislation;</p> <p>To assist the Chair and NEC in developing and promoting the organisation to achieve its objectives</p>

Key performance areas:

- A lively, accurate and engaging communication strategy and plans to excite and interest members and future members;
- Accurate updating on social media links and press releases;
- Well informed WFS members and partner FRS, other blue light services and Government departments;
- An impressive, vibrant, informative web site consistent with social media and communications strategies;
- Positive working relationships with WFS Honorary officers (HO's) & National Executive Officers (the NEC) as well as close professional/positive relation with WFS Administration Manager
- Good working relations with FRS Press and Communications teams.

Main duties and responsibilities:

- Create, design and publish newsletter on quarterly basis;
- Create, maintain and add to visual image library;
- Oversee all social media activities, including updating & responding to queries;
- Measure, monitor and evaluate traffic on social media and website;
- Amend plans and strategy in light of above information:
- Attend the annual training and development event and ensure it is publicised, in real time across the different social media platforms
- Update and amend the WFS website to ensure timely and relevant information;
- Create press releases, features and media stories;

- Manage all press enquiries in conjunction with relevant member of WFS team;
- Ensure HO's and NEC are informed in a timely manner of relevant matters;
- Develop blogs for WFS HO's/NEC
- Assist the Administration Manager in preparing for the annual training and development weekend/regional events
- To carry out such duties as are commensurate with the role

Personal work plan to achieve objectives:

- Planning to ensure that adequate time and preparation to develop communication strategy and plans support overall direction of WFS
- Planning to ensure policy development is achieved and appropriate to the needs of the WFS;
- Planning and prioritising work flow to ensure adequate time and resource to achieve objectives; and where necessary liaising with others to ensure that planned work is achieved;

PERSON SPECIFICATION

Essential

- Experience of using multiple social media platforms
- Able to work with minimal supervision and self-starter;
- Ability to liaise with WFS members remotely
- In depth knowledge of offline/online social media platforms
- Excellent communications skills, written, face to face & telephone;
- Creative thinking and an eye for detail;
- Team player
- Enthusiasm
- Ability to multi task/work on various projects
- Ability to travel to WFS meetings and training events

Desirable

- Relevant Marketing/Communications qualification
- Previous experience in a similar role
- Knowledge of a blue light service
- Partnership working experience

HEALTH & SAFETY: All employees have a responsibility for their own health & safety and that of others while undertaking their duties and a general duty to assist the Company in complying with its health & safety obligations.