



Job Description

1. Job Title

Communications Officer

2. Reports To

Policy and Communications Director

3. Purpose

To support the Policy and Communications Director in the daily running of the UFU Communications.

4. Key Accountabilities

N/A

5. Key Responsibilities

Contribute to the development, implementation, review and evaluation of the UFU Communications Strategy and associated plans (e.g. social media strategy).

Plan/create content for the UFU website and social media platforms (which must be consistently reviewed/monitored), including writing, filming, editing, photography and out sourcing videography/photographer when necessary.

Assist the Policy and Communications Director with internal communications.

Produce and edit UFU Watch for Farming Life.

Produce press releases, articles, member's bulletin and policy bulletin.

Handle media enquiries, including responding directly to journalists.

Build good working relationships with journalists and media outlets.

Manage the design and procurement of promotional materials and corporate publications (e.g. UFU Annual Report).

Assist UFU Group Public Relations Officer's.

Deliver e-communications services to UFU members (e.g. Members Bulletin)

Monitor and update UFU social media platforms.

Assist with the co-ordination of UFU presence at events e.g. Balmoral Show, Winter Fair.

Organise media training for staff, Office Bearers, and Policy Committee Chairs.

Assist with UFU membership initiatives.

Maintain accurate and up to date records.

Maintain a strong knowledge of the agriculture industry and agricultural policy issues.



Where necessary you may be required to work outside normal office hours and to undertake overseas travel.

Liaise with UK farming unions, DAERA and other stakeholders to create joint press releases and/or promotion of material/events.

Develop new media materials to a budget i.e. TV advert, infographics.

To undertake any other duties in order to meet personal, team and organisational objectives following consultation with your manager.

6. Skills and Knowledge

	Essential	Desirable
Education / Training / Qualifications	<ul style="list-style-type: none"> A third level qualification PR/Communications 	<ul style="list-style-type: none"> A degree in an Agriculture related subject. A qualification or training in photography
Experience / Background / Knowledge	<ul style="list-style-type: none"> At least two years' experience working in a communication team. At least two years' experience planning, writing, creating, uploading, reviewing/monitoring content for website and social media channels. At least two years' experience writing, producing and issuing press releases, articles, reports, and marketing materials. Experience using computer systems and applications such as MS Word, Excel, and Outlook. 	<ul style="list-style-type: none"> Established relationships with media representatives and experience of managing those relationships. Experience managing and delivering PR campaigns and/or PR event management. Experience of using desktop publishing packages, Adobe Photoshop and Acrobat, or others.
Skills and Competencies	<ul style="list-style-type: none"> Excellent spoken and written English: general ability to express clearly complex messages in written and oral form; specific skills in writing / proof reading press releases and articles. Able to present information to different audiences including farmers, general public, media, high level decision-makers. 	



	<ul style="list-style-type: none">• Able to effectively manage relationships with media representatives.	
Attributes	<ul style="list-style-type: none">• Able to work closely in a team, patient, adaptable, flexible, able to improvise and work under pressure.• Self-motivated and able to work to deadlines without close supervision.• Flexible approach to work and a willingness to take on new challenges.	
Other	<ul style="list-style-type: none">• Continuous access to a car.• Clean driving license.	