

## West Midland Reserve Forces & Cadets Association (RFCA)

### Communications Manager

#### Job Description



#### West Midland RFCA Communications Manager

1. **Job title:** Communications Manager - West Midland Reserve Forces & Cadets Association (WM RFCA)
2. **Line Manager:** Head of Engagement
3. **Grade:** Crown Servant Band C2
4. **Tasks:**

#### **Working to the Head of Engagement the appointment's main tasks in outline are:**

- Coordinating the Marketing and Public Relations of WM RFCA activities, as well as, the region's local Reserve and Cadet units, supportive employers and veterans news.
- Assisting on engagement events such as Gold and Silver Employer Recognition Scheme Awards, unit conference and Association events such as AGM and regional briefings.
- Management responsibilities for one Administrative Officer.
- Producing a complete campaign plan for the financial year which aligns with regional and national priorities.
- Overseeing the creation of engaging social media content.
- Producing an annual Communications strategy.
- Completing regional and national reports and statistics as required.

#### **Marketing and PR:**

- Responsible for effective delivery of WM RFCA key messages into the West Midlands.
- Overseeing social media output and collating monthly social media statistics.
- Management of the Association's website ([www.wmrfca.org](http://www.wmrfca.org)) including oversight of added content, updating and adding new information, liaising with the website management company regarding problems or updates and completing monthly statistics via Google Analytics.

- Management of SEO works on the Association's website.
- Production and distribution of the Association's email newsletters and liaising with relevant partners for story information.
- Production of an updated annual marketing plan.
- Ensure that WM RFCA Brand Guidelines are kept up to date and ensure that they are utilised both by internal members and external agencies and partners.
- Supporting communications from Regional Brigade, Royal Auxiliary Air Force, Royal Naval Reserve and Tri-service Cadets alongside the Combined Cadet Forces.
- Ensure the Chairman and Management Board members are briefed on current WM RFCA issues via production of quarterly Management Board update.
- Proofing editorial text for all internal departments and external partners as and when required.
- Producing and issuing content such as press releases, website news stories, case studies, adverts, videos, etc.
- Taking photographs and/or videos at events such as briefings, AGM, Armed Forces Covenant signings and engagement events.
- Growing social media presence.

#### **Other Tasks:**

- Attend RFCA national and regional meetings as required.
- Attend the regular County Chairs meetings.
- Provide communications updates for REEG meetings and attend the meetings as required.
- Manage Agency contracts as and when required.
- Ensure compliance with MoD guidelines for all external media.
- Become an WM RFCA Resource Manager and control a budget.

#### **6. General Requirements and Attributes:**

- Ability to network using social media.
- Excellent verbal and written communication skills.
- An ability to work with senior leaders.

- The post holder must, as part of a small team, be self-motivated, highly organised and able to identify and prioritise targets.
- A high level of IT skills, including experience in the creation and maintenance of websites and databases is desirable
- An understanding of the Reserve and Cadet Forces is desirable but not essential provided the applicant can demonstrate strong and focussed powers of communication.
- The post will involve some evening and weekend working for which time off in lieu will be given.

7. **Special Requirements:**

- Extensive road travel is inevitable. The post holder must be in possession of a full driving licence. Where a private car is used on duty, an appropriate remuneration is available.
- Considerable knowledge of and experience in media and communications.
- As the successful candidate may have access to MoD restricted information, he/she will be required to pass appropriate security checks.

8. The post is based in **Harborne, Birmingham**. The RFCA is an equal opportunity employer and does not discriminate on the grounds of age, race, gender, disability, creed or sexual orientation.