

LMC

Livestock & Meat Commission

JOB TITLE: COMMUNICATIONS MANAGER

LOCATION: LMC HEADQUARTERS, LISBURN



Job Description/ Person Specification

JOB TITLE:	COMMUNICATIONS MANAGER	
LOCATION:	LMC HEADQUARTERS, LISBURN	
REPORTS TO:	CHIEF EXECUTIVE (SEE ORGANISATIONAL CHART)	
POST HOLDER:	PERMANENT	DATE: NOVEMBER 2019

1. BACKGROUND

The Livestock and Meat Commission for Northern Ireland (LMC) is an Executive Non-Departmental Public Body, which was established by Statute (The Livestock Marketing Commission Act [Northern Ireland] 1967) to assist the development of the livestock and livestock products industries. LMC's sponsor body is the Department of Agriculture, Environment and Rural Affairs (DAERA). LMC collects statutory levies from beef and sheep producers and slaughterers in Northern Ireland and in return provides a range of services to the industry. LMC also advises its sponsor department DAERA on matters relating to the sector.

LMC's mission statement is to support, examine and inform the marketing and development of the Northern Ireland beef and sheep meat industry.

2. JOB PURPOSE

Reporting to the Chief Executive we are looking for a self-motivated individual to strategically develop and lead the communications output of LMC to boost the reputation of the organisation and its work for the beef and lamb industry and to boost engagement with key stakeholders. The Communications Manager role supports the implementation of LMC's Strategic Plan and supports the work of the Chief Executive, other Senior Managers and the Board of the Commission.

3. KEY RESPONSIBILITIES

- Oversee all internal and external communications for LMC, ensuring messages are consistent and engaging
- Implement and develop LMC's Internal and External Stakeholder Communications Plan
- Manage a dedicated communications budget
- Work closely with colleagues in LMC's Market Information Department and Industry Development Department to co-ordinate communications output and develop synergies
- Draft and edit communications copy such as press releases, social media posts and articles for publication
- Strategically develop web content and social media strategies
- Assist in co-ordinating LMC events such as conferences, shows and promotions and manage real-time communications output during and immediately following the events
- Set up, maintain and update databases of communication information and media lists
- Develop good working relationships with relevant media professionals to ensure opportunities arise for regular LMC participation in print and broadcast media
- Facilitate effective internal and external communications

4. KEY RELATIONSHIPS

Internal: Chief Executive, Management Staff, Board of the Commission

External: Media outlets, industry organisations, government departments, individuals, suppliers etc.

NOTE: This list is not exhaustive and is for indicative purposes only

5. PERFORMANCE MEASURES

In line with LMC policy, specific performance measures will be agreed with the post holder however it is expected that these will include, but not be limited to the following:

- To deliver all agreed activities on time and in budget
- To ensure all agreed initiatives contribute to the achievement of LMC's strategic objectives

6. WORKING CONDITIONS

This is primarily an office based role however there will be the need for working off-site on occasions. Flexibility and access to a form of transport is a key attribute of any successful candidate.

7. PERSON SPECIFICATION

Essential Criteria

- Minimum second class honours degree (or equivalent) in communications, public relations or relevant discipline
- Excellent written and verbal communication skills
- Ability to quickly analyse and draw communication opportunities from across a broad array of organisational work streams
- Strong team working skills and confidence to champion the importance of communications as a key feature of everyday working
- Strong attention to detail
- Proficient in MS Office

Desirable Criteria

- Proven experience as a communications specialist

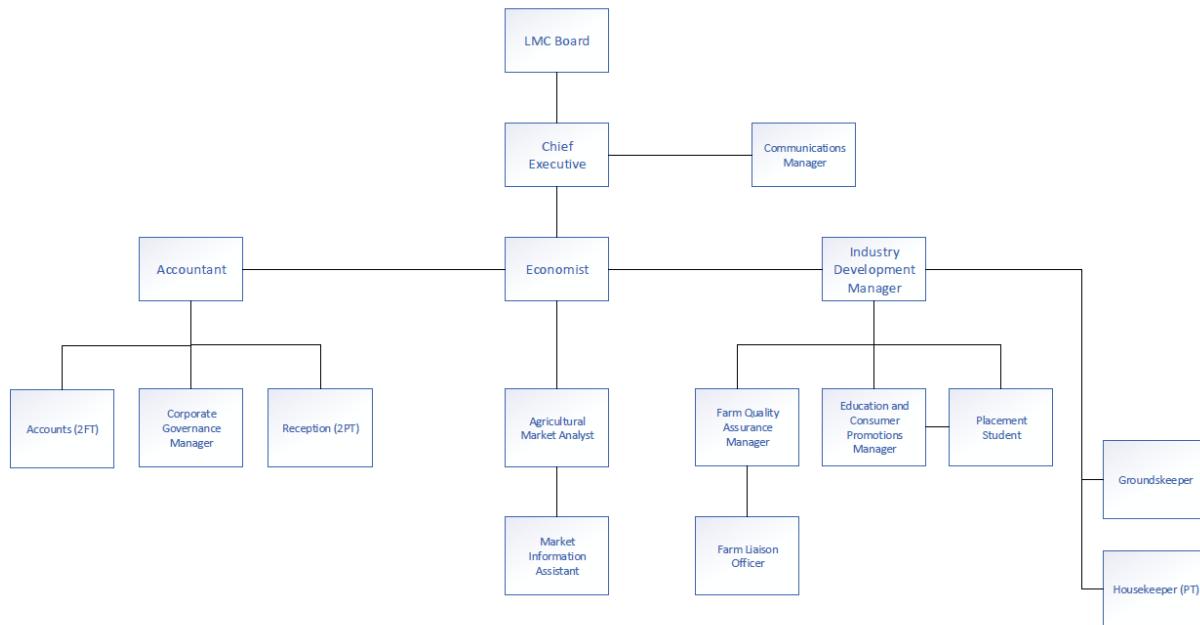
Personal Qualities

- Excellent time management skills and ability to meet deadlines
- Excellent organisational skills
- Can work on own initiative
- Drive, determination and flexibility
- Can work in an intense / pressurised environment
- Can maintain confidentiality
- Honest, trustworthy and reliable

8. OUTLINE TERMS AND CONDITIONS

- Permanent
- Full-time (37.5 hours per week) – normally 9am to 5pm Monday to Friday
- Salary £26,201 per annum (Under review)
- 20 days annual leave (rising with service) + 12 public and privilege leave days
- Defined benefit pension scheme
- Company sick pay scheme

ORGANISATIONAL CHART



LMC Organisational
Chart Nov 2019 v 6.0