###### Description: Livestock & Meat Commission

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| **Job Title: COMMUNICATIONS MANAGER (Ref: 21F)**  |
| **Location: LMC HEADQUARTERS** |
| **Reports to:** **MARKETING AND COMMUNICATIONS MANAGER** |
| **Post Holder:** **F/T** **PERMANENT**  | **Date: SEPTEMBER 2021** |
| **1. Job Purpose** Reporting to the Marketing and Communications Manager 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, Senior Managers and the Board of the Commission. |
| **2. PROPOSED LINE MANAGEMENT CHART**

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|   |   | Marketing and Communications Manager |   |   |
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| Communications Manager |   |   | Education and Consumer Promotions Manager |
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| **3. KEY RESPONSIBILITIES**1. **COMMUNICATIONS:**
* Oversee the implementation of 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 from identification of need through to evaluation;
* Ensure our levy payers are aware of the return on investment that LMC’s activities achieve
* Assist in organising and coordinating LMC events such as conferences, shows and promotions and manage real-time communications output prior to, 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;
* Maintain LMC press relations on local and national level through delivery of a calendar of press partnerships
* Facilitate effective internal and external communications.
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| **B. Other Work Areas*** Working with the Marketing and Communications Manager and wider team to facilitate the delivery and operation of projects / initiatives arising out of business plan activities.
* Working on the facilitation of other projects / initiatives which may arise from ongoing development work with industry.
* To perform other duties as required by line manager
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| **4. Planning and Organising**Given the nature of the role, it is of critical importance that the job holder manages time effectively in order to meet deadlines associated with the role, particularly media deadlines. Considerable self-motivation and a confident yet flexible approach will be needed to ensure that Communication Services develop in line with industry and customer expectations.  |
| **5. Internal and External Relationships*****Internal: -*** Senior Management. All other staff. **External:** - Relevant Professional bodies and stakeholder representative organisations, DAERA, Ulster Farmers’ Union, Northern Ireland Meat Exporters Association, British Retail Consortium, Agriculture & Horticulture Development Board, Quality Meat Scotland, Meat Promotion Wales, Guild of Agricultural Journalists, Council for the Curriculum, Examinations and Assessment,  |
| **6. Knowledge, Skills and Experience Needed****Essential Criteria** * Minimum 2nd class (first division) honours degree (or equivalent) in communications, public relations or relevant discipline;
* Minimum 2 years related business experience in communications or relevant discipline
* Excellent written and verbal communication skills and design creativity; displaying strong attention to detail;
* Experience in delivering communications strategies across a broad range of media;
* Proficient in MS Office.

**Desirable Criteria*** Strong team working skills and confidence to champion the importance of communications as a key feature of everyday working;
* Ability to quickly analyse and draw communication opportunities from across a broad array of organisational work streams;

**Personal Qualities*** Excellent time management skills and ability to meet deadlines;
* Excellent organisational skills and ability to horizon scan for prospective opportunities;
* Can work on own initiative;
* Drive, determination and flexibility;
* Confident with well-developed interpersonal skills;
* Can maintain confidentiality;
* Honest, trustworthy and reliable.
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| **7. Environmental/ Physical Conditions*** Office-based at LMC HQ (Flexible working arrangements can be considered within the scope of LMC’s Flexible Working Policy).
* Occasional travel will be required (mostly within Northern Ireland) and access to a form of transport is required to fulfill the requirements of the role.
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| **8. Outline terms & Conditions*** Full-time permanent (37.5hrs per week) – normally 9am to 5pm Monday to Friday
* 20 days annual leave (rising with service) + 12 public and privilege leave days
* Defined Benefit Pension Scheme
* Company Sick Pay Scheme
* Salary £31,137 to £32,800 (under review)
* Excellent training and personal development opportunities.
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