

Passenger Focus Job description

Title: Communications Officer

Grade / Band: C+

Line Manager: Head of Communications

Job purpose

To communicate Passenger Focus's achievements to internal and external audiences and to support the communications team in providing high-quality publications and materials to highlight these successes.

Outline

The Communications Officer will assist the Head of Communications in delivering both external and internal communications. The Communications Officer will ensure timely distribution of information to staff and Board members through appropriate channels; and will establish and maintain ongoing external relationships through a range of targeted publications and materials, exploring opportunities for engaging with stakeholders using new and innovative methods. In addition, the postholder will assume some responsibility for the Passenger Focus website and online presence, developing interactive features to enable two-way communications. The postholder will also be involved in cross organisational working in project teams to support the delivery of business plans.

Tasks and responsibilities:

- Take responsibility for development and distribution of an internal change bulletin, ensuring contributions from a wide spread of the organisation and taking editorial responsibility for any contributions
- Assist the Head of Communications with the public affairs strategy
- Suggest ideas for, and assist in the development of, other channels of internal communications as appropriate
- Take a lead role in developing publications, newsletters and other information targeted to the needs of different stakeholders and assume responsibility for the timely distribution of materials to these groups
- Advise on and develop new opportunities for marketing Passenger Focus and its services to a wider audience, particularly passengers
- Assist with the production of corporate publications such as annual reports, network plans and reports
- Make use of the contact database system as a marketing tool, segmenting the database into relevant user groups and identifying specific information needs for each group
- Assume lead responsibility for the day-to-day maintenance of the public website, helping to ensure that content is accurate and up-to-date and that press releases and publications are added to the site as required

- Act as guardian of the Passenger Focus brand, working with other staff to ensure the corporate identity is consistently applied and commission photographers to ensure the photographs in our image library are kept up to date.

Passenger Focus Person specification

Education, professional knowledge, and relevant experience

- Minimum of five GCSEs (or equivalent), including English
- Proven relevant experience in a communications / public relations / marketing role
- An understanding of the benefits and opportunities presented by electronic communications and new media, together with some experience of maintaining websites
- Willingness to study towards a communications qualification and to undertake professional training
- IT skills: experience of using Microsoft Office (particularly Word, Excel, PowerPoint and Outlook) to an advanced level. Knowledge and experience of desktop publishing packages such as Adobe Photoshop, QuarkXPress, Adobe Illustrator and Adobe Acrobat desirable.

Skills and competencies

- **Communication:** high standard of written and oral communications, with the ability to present information clearly and concisely and to convey messages to target audiences. Attention to detail to ensure all communications are appropriate and accurate
- **Relationship management / networking:** an ability to build rapport and respect in order to develop and sustain trusting working relationships and networks both in and outside of the organisation
- **Influence and assertiveness:** ability to influence and persuade external stakeholders and to deal with and brief people at all levels within the organisation on communications issues
- **Organisational awareness:** ability to act as a guardian for the Passenger Focus brand, recognising the importance of protecting this brand and applying it consistently through appropriate marketing and media
- **Flexible organisation and prioritisation:** ability to organise own work effectively, prioritising competing workloads and working to tight timescales. Able to forward plan and adapt to changing demands on time when circumstances dictate
- **Team working:** ability to work effectively as part of a team, supporting the work of the communications team and contributing to the achievement of team objectives
- **Initiative and innovation:** able to work under own initiative, motivated to identify opportunities and recommend new ways of working, for example, to raise Passenger Focus's media profile and engage stakeholders.

Important working relationships

Internal

- Communications team
- Passenger Link teams
- Policy and passenger contact teams
- Board and Chief Executive

External

- Key stakeholders, including the Department for Transport, Network Rail and train companies, bus / coach operators and MPs
- Specialist contacts, for example, agency for website maintenance.