

Digital Media and Communications Officer

Reports to: Head of Communications and Public Affairs

Contract: Permanent

Location: London or Manchester

Grade: C+

Transport Focus is the voice of Britain's transport users. We use our powerful insight to monitor, challenge and identify issues as they arise, to improve the user experience. Key to our success is our outstanding stakeholder network and the way this is leveraged to achieve results.

We are an executive non departmental public body, sponsored by the Department for Transport (DfT). We are led by a board of non-executive directors appointed by DfT, Scottish and Welsh Governments and the London Assembly, and run by a senior leadership team which is split between Manchester and London.

Role outline

You will create engaging campaigns, informative website articles, and impactful social media posts as well as cover internal and external communications. You will be required to work closely with team members to ensure consistency in communications across the organisation. With strong communication and interpersonal skills, along with great organisational skills and a keen eye for detail, you will research, make sense of and prepare content in order to deliver Transport Focus's strategic objectives. You will manage media relations and routinely maximise media opportunities. You will identify appropriate channels and audiences and monitor and analyse the effectiveness of our communications approach.

You will need to have or acquire a broad understanding of the challenges and opportunities surrounding the transport industry, and its impact on users.

There are currently offices in London and Manchester. There is an expectation to work out of one of the offices, but there are opportunities for flexible working.

What you will do

- Ensure internal communication platforms are adding value to the culture of Transport Focus
- Prioritise work to deliver the objectives in the Business Plan while also being able to respond to external developments
- Develop content across digital and other communications channels to reflect the Transport Focus brand and tone of voice
- Deliver briefings and presentations
- Review effectiveness of communications across channels to ensure Transport Focus remains relevant, staying up to date with trends
- Assist in the delivery of the public affairs programme

About you

- Communication experience across various channels
- Able to commission, write and edit inspiring, creative and compelling content for a wide range of audiences and channels
- Able to propose creative and innovative solutions to maximise reach and impact
- Exceptional written and verbal communication skills
- Expertise in the management and delivery of multiple projects and programmes of work
- Able to think strategically, creatively, and critically about the best course of action to achieve desired objectives, with the capability to reach the right outcome as quickly as possible
- Excellent communication and interpersonal skills, with the ability to build relationships, work collaboratively and coordinate cross-functional teams
- Able to solve problems with a self-motivated and solutions-focused outlook
- Tenacious, proactive, and creative in approach - and makes things happen
- Diversity of thought, naturally challenging accepted norms. Keen to explore new and innovative ways of doing things – keeping abreast of developments inside and outside of the transport industry
- Experienced in stakeholder engagement
- An advocate for change, demonstrating belief and passion in the evolution of the organisation
- Excellent presentation and communication skills
- Understanding and appreciation of transport and its associated challenges
- Willingness to contribute to projects and workstreams outside of your immediate team

Our commitment to equality, diversity and inclusion

Transport Focus is committed to representing all transport users. Our team members will play a large part in inspiring the organisation to think differently in terms of approach to this commitment. We must show that our work is representative, relevant, and useful. Diversity and inclusion is key to being able to do this effectively. We believe that everyone in society deserves the same chances in life. Having a diverse and inclusive organisation means we can tap into different perspectives and experiences to generate new ideas and initiatives, which will make our work more relevant and useful. We want Transport Focus to be a place for everybody and anybody to work. We aim to build teams that draw upon the widest range of experiences, talent, and ideas, and for that reason welcome applications from the broadest range of backgrounds and communities.