

Birmingham UNISON Branch Communications Officer

Communication with members is a vital part of the branch's work. As Communications Officer you will work as part of the organising team to ensure that good communication runs throughout the work of the branch.

Tasks relating to the post of Branch Communications Officer:

- to explain UNISON's policies and to provide the information members need to play an active role in their union
- to assist with efforts to recruit new members
- to help support UNISON's national and regional campaigns
- to help create a positive image for the branch among members, potential members and the public
- to produce news-sheets or bulletins for distribution to branch members.
- to lead on the development of electronic communication with members – email, web, etc
- to routinely and regularly contact convenors and stewards to check for news and to update the branch's website and/or e-bulletins
- to ensure branch communications are in the accessible formats members need – audit for any particular requirements such as large print/Braille etc
- to ensure that nationally and regionally produced publicity and campaign materials are distributed, as appropriate, to stewards and onward to members and non-members
- to monitor local media for stories which affect the branch and take appropriate action
- to help ensure that the branch makes effective contact with the media whenever necessary by: creating and maintaining mailing lists to media outlets and contacts, writing press releases, ensuring that appropriate individuals within the branch are available for comments, interviews and writing 'letters to the editor'.
- to work together with other officers at branch and directorate levels to carry out the priority work of the branch, if required by the branch executive or branch committee, including within reason to cover for other positions if absent, or if a position is temporarily unfilled.