



Part 1: JOB PROFILE

DEPARTMENT: Communications, Policy and Campaigns

JOB TITLE: Membership and Communications Officer, NSPA

LAST UPDATED: October 2015

1. MAIN PURPOSE OF JOB

- To support the development of the National Suicide Prevention Alliance (NSPA) by leading on its membership and communications, including the development and management of the NSPA's website.

The National Suicide Prevention Alliance is a coalition of public, private and voluntary organisations in England whose mission is to get all parts of society working together to take action to reduce suicide and improve the support for those bereaved by suicide.

The Secretariat for the NSPA is employed and hosted by Samaritans, based in its office in Ewell, Surrey.

2. POSITION IN ORGANISATION

- Reports to NSPA Manager
 - Liaises at all levels internally and externally as required, including liaison with NSPA member organisations,
-

3. SCOPE OF JOB

- Membership development
 - Communications development
 - Website development
 - Support to programmes and projects
 - General duties of a Samaritans staff member
-

4. DIMENSIONS AND LIMITS OF AUTHORITY

- Works to objectives, budgets and plans set by NSPA Manager.
-

5. QUALIFICATIONS

This job description is a statement of requirements at the time of writing and is not contractual. It should not be seen as precluding future changes after appointment to this role.

- Degree level qualification essential.
 - Communications-related qualification desirable.
 - Qualifications in relevant software desirable.
-

6. SKILLS, KNOWLEDGE AND EXPERIENCE

Essential

- Experience of writing and developing content for external communications.
- Experience of working with a diverse range of stakeholders in the public, private and voluntary sectors.
- Excellent writing and proof-reading skills, with a keen eye for detail.
- Demonstrable experience of website content management and content management systems.
- Demonstrable experience of HTML e-newsletter design and production
- Experience using web analytics packages, interpreting results, testing and optimising user journeys.
- Excellent inter-personal skills
- A demonstrable ability to problem solve in a creative and positive way.
- Good IT skills, specifically the competent use of Microsoft Word, Excel and Power point.

Desirable

- Experience working within a membership organisation. Experience of using WordPress.
 - Working knowledge of basic project management with experience of supporting the management and delivery of projects.
 - A working knowledge of NSPA.
 - Previous experience of stakeholder relationship management within a suicide prevention and/ or mental health remit would be an advantage.
 - Experience of using and driving forward social media activity, particularly twitter and associated apps.
 - Experience of website SEOs.
-

7. PERSONAL ATTRIBUTES

- Calm and confident manner with a positive attitude towards change
- High degree of accuracy and attention to detail.
- Commitment to the aims of NSPA and Samaritans and the ability to work within a complex stakeholder environment.
- Well-organised and proactive.
- Able to establish, maintain and influence positive relationships with member organisations and external stakeholders.
- Creative, with solid problem-solving skills
- Proven ability to manage own workload, including planning, scheduling, prioritising and meeting deadlines for a number of activities running concurrently.
- Demonstrable interpersonal skills, able to clearly and concisely communicate aims, creative approach, priorities and concerns
- Flexible – can respond professionally to changing briefs, deadlines and priorities

This job description is a statement of requirements at the time of writing and is not contractual. It should not be seen as precluding future changes after appointment to this role.

Part 2: DUTIES AND RESPONSIBILITIES

Membership development

- To respond to potential membership and supporter enquiries
- To proactively seek support and involvement from strategically targeted organisations not currently involved in the work of the NSPA.
- To support existing and new members in completing organisational action plans and develop guidance to support their completion.
- To manage membership contributions, including supporting the appropriate allocation of in-kind resources.
- To support development of an NSPA CRM system for the management of member details and be responsible for ensuring that members and supporters details are kept up-to-date and able to be used effectively for communications.
- To support the NSPA membership in the development of a strategic engagement plan. To support development of messaging around membership benefits for differing audiences.

Communications development

- To develop and implement plans for NSPA's communications internally and externally, including assessing and monitoring their effectiveness on an on-going basis.
- To develop regular communications for members, including planning, sourcing and writing engaging content; copywriting and laying out regular e-bulletins, ensuring messaging is targeted and relevant to audience.
- To create editorial content and plans for online channels.
- To support the writing and production of the NSPA annual report.
- To ensure excellent communication with members (proactive and reactive), and manage a programme of high quality member communications.
- To monitor NSPA member satisfaction; designing and sending out the NSPA's annual member survey and analysing the results.

Maintenance and development of NSPA's website

- To lead on the development of NSPA's website: developing creative content; ensuring that existing content is up to date; encouraging members, potential new members and stakeholders to use and actively engage with the website.
- To maintain and moderate member forums on NSPA's website as appropriate
- To respond positively and in a timely manner to all requests for content additions, amendments and ad-hoc requests
- Produce and maintain user guides where required by members
- To monitor and interpret website analytics, ensuring appropriate and robust tracking on all key performance indicators and goals
- To provide relevant site usage reports, analysis and recommendations as directed by the NSPA Manager
- To create and maintain documentation relating NSPA's website to support its administration, configuration and usage

Support to programmes and projects

This job description is a statement of requirements at the time of writing and is not contractual. It should not be seen as precluding future changes after appointment to this role.

- To provide administrative support in planning and delivering NSPA meetings and events including, subcommittee meetings, task and finish group meetings, the NSPA national conference.
- To provide support with processing payments, including checking expense claims, completing relevant documentation and liaising with finance as necessary.

General duties of a Samaritans staff member

- Contribute to the effective and efficient running of the General Office as appropriate
 - Participate, as appropriate, in Staff forums and Meetings
 - Adhere to Samaritans' Policies and Procedures that are in effect from time to time
 - Represent the General Office appropriately across the organisation and Samaritans to the wider community as appropriate
 - Treat all colleagues, volunteers and members of the public with dignity and work within and adhere to Samaritans' equal opportunities statement and policies
-