

Job Description – Press and Communications Officer



This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.

Section 1 - Job Details

Job title	Press and Communications Officer
Directorate area	Northern Ireland
Department or Team (if applicable)	
Reports to	Policy, Public Affairs and Campaign Manager
Direct reports	N/A
Job Location	Office-based in Belfast with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

The press and communication officer will support and raise awareness of the MS Society's work and the voice of the MS Community. To increase and deepening its profile by promoting activities through the appropriate English and (Welsh Language media - Wales only) through communications channels, (social media, press website and digital), in particular increasing the reach of campaigns, fundraising and services.

Section 3 - Key Responsibilities and Accountability

	Responsibility or Accountability
1	Promoting the work of the MS Society within the Country with particular emphasis on supporting fundraising, campaigning and service activity
2	Support the development and delivery of our local digital communications offer - website, social media channels, newsletters
3	Managing local media enquiries and upholding the reputation of the charity
4	Developing and supporting locally the MS Society's case study database
5	Providing high-quality (Welsh and) English written copy for internal and external publications including press releases, articles, social media and web copy.
6	Maintaining our local social media channels ensuring a strong and representative presence in the country
7	Supporting and working with the Senior Press Officer in handling interview bids from media, selecting and briefing appropriate local spokespeople
8	Monitoring press coverage of MS-related stories and distributing information to staff and volunteers within agreed timescales.
9	Work with Policy, Public Affairs and Campaign Manager to support the development and delivery of local campaigns for the MS Society

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of IT assets within scope of role
Staff or Volunteers	
Budget	
Key relationships	The post holder works closely with

	<ul style="list-style-type: none"> • Policy, Public Affairs and Campaign Manager • Country Director • Colleagues in local and National MS Society • Press, PR, Comms and Digital colleagues across the MS Society • Heads of departments, managers and staff across the MS Society, in particular: Fundraising, Research, Digital and Services • Local MS Groups <p>External</p> <p>The post holder works closely with</p> <ul style="list-style-type: none"> • People affected by MS • Press officers and communications staff at other charities supporting people with long-term conditions (eg on joint initiatives such as Carers Week) • Press contacts in local and national media
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society

Section 5 – Key deliverables

	Measures of success
1	Deepening engagement with MS Community
2	Engagement metrics such as social media analysis
3	Deepening engagement with key stakeholders, particularly fundraisers

Section 6 – Competencies and Contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	Level 2		X		X
Open to change and innovation	Level 2	X		X	
Sound decisions	Level 1		X	X	
Collaborative working	Level 2				X
Effective communication	Level 2			X	X
Outcome focussed	Level 2	X			X
Inclusivity	Level 2				X
Accountability	Level 1	X	X	X	X
Tech savvy	Level 2	X		X	

Level	
5	Strategic – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/Recognised authority – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-

	routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning and Development requirements

(List L and D requirements for role)

Foundation (mandatory)	Mandatory
Additional internal learning or courses required for role	
Other professional training or qualification required	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Experience of working in a press office, PR, communications or journalism	X		A
Experience in digital communications and social media	X		A, I
Excellent written and verbal communication skills, in (Welsh and) English with the ability to communicate effectively in a wide range of media and audiences/amend as appropriate	X		A, P
Excellent interpersonal skills, and ability to influence/persuade a wide range of stakeholders	X		I, P
Experience working with people living and affected by disabilities		X	I
Good understanding of the health and social care policy landscape		X	I
Experience of Co-production work		X	I
Fluent Welsh Speaker – Wales only	X		A

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation or requirements.
Equality, diversity and inclusion	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for disabled people. We expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by disabled people whilst working with us. As well as adopting an inclusive approach and embedding EDI principles in their day to day work.</p>
Health and safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks are required for this role (noted: PVG Scotland which will be reviewed at the time of recruitment).
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
Key contacts and relationships	
Unusual specific physical or mental demands associated with the role	No
Travel requirements	Occasional travel across area
Unsocial hours	Occasional weekends/evenings

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