



FRA Non Executive Committee member - Job Description

Role:

Communications Officer.

Main purposes of role:

Represent the FRA committee in determining communication policy and by acting as the focal point for external communications.

Key tasks:

- Develop and implement effective communication activities on behalf of the FRA.
- Ensure consistency in terms of voice, branding and frequency of posting via media channels.
- Manage all media enquiries (with consideration of the FRA media policy).
- Monitoring and responding to feedback from the media and public regarding the FRA on traditional and digital channels.
- Monitor and administer all the FRA social media channels.
- Developing and sharing communications with the FRA Club Ambassador network.
- Developing communication policy (such as stakeholder engagement and social media strategies).

Required skills and facilities:

- Wide breadth of knowledge of multi channel communications.
- Very good communication skills.
- Good understanding of various media platforms.
- Excellent knowledge of the English language.

Required liaison:

- External media bodies (as required by approach).
- FRA Club Ambassadors.
- FRA committee members.
- FRA Chairman and Secretary.