

## **South West Fed Role description – Communications Secretary**



### **Main tasks and responsibilities**

1. Develop and deliver, with support from the PR Officer, the South West Fed's Communication and Marketing Strategy and its corresponding plan.
2. Responsible for the South West Fed's website including updating content and site management, with board members supporting and providing content
3. Creation and distribution of monthly newsletter to all subscribers with support from the Membership Officer
4. Oversight of the South West Fed email account, passing emails to relevant board members for responses as needed
5. Responsible for regular reporting to the board on communication strategy implementation, to ensure full awareness and support
6. Responsible for the South West Fed's internal communication strategy, including management of the online calendar (content for which is inputted by board members according to their role). The calendar should reflect all internal and external board activity.
7. To attend Board meetings and play an active part in the discussions and activities of the South West Fed.

Please also refer to the separate "Generic Role Description" document as regards the Charity's mission, governance and general trustee/director expectations and duties.

### **Skills, experience and outlook required**

1. Experience of communications. It is not essential to have worked in the sector.
2. An understanding of what makes for good, successful communications
3. Experienced website (word press ideal) and social media user – some technical know-how an advantage, though not essential
4. Team player, able to lead and inspire others and delegate as appropriate
5. A commitment to the South West Fed and it's associated policies and practices, a passion for heritage across the sector, and actively building relevant networks beyond the Heritage sector.