

London Waste and Recycling Board
 Corporate communications officer
 November 2018

Title of post:	Corporate Communications Officer
Accountable to:	Chief Executive
Reports to:	Head of Communications
Key Contacts:	<p>Senior members and officers of LWARB, GLA, and London Councils, the London Boroughs and Statutory Joint Waste Disposal Authorities, WRAP, Defra and other key local and national stakeholders.</p> <p>Businesses from large corporates to SMEs, in particular their communications and sustainability teams; investment firms, consultants and applicants to LWARB's programmes. Members of the Board and its Committees.</p> <p>Contractors, agencies and other suppliers delivering PR, brand, digital and other communications activity.</p>
Job Grade:	Grade 6 (£41,743 - £45,807)
Period:	15 months fixed term to 31 March 2020
Hours:	Full Time
Location	The officer will be based at the LWARB's Offices at 69 Wilson Street, London EC2A 2BB. Some travel to events and meetings across London will be required.
Main purpose of job	
<p>The main purpose of this role is to communicate and promote the work and achievements of LWARB and its programmes, in order to build the organisation's brand and reputation with a wide range of stakeholders. The postholder will deliver activity in line with strategy and overarching plans set by the Chief Executive Officer and the Head of Communications, and in support of the senior management team.</p>	

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Specific responsibilities are to:

1. Deliver PR activity in consultation with the Head of Communications and the wider LWARB management team, in support of corporate and programme objectives and working with LWARB's appointed PR agency where required;
2. Write and distribute press releases, building relationships with key journalists at trade and other media outlets to build coverage of LWARB and its programmes;
3. Act as first point of contact for journalists and editors interested in LWARB and its work;
4. Organise media training when needed;
5. Create and manage a 6-monthly rolling content plan for LWARB and its programmes, in consultation with the Head of Communications;
6. Create, update and share regular media and wider communications grids and updates with stakeholders including the GLA, London Councils, the Board and its committees;
7. Develop and maintain the current LWARB identity guidelines, providing a point of contact and advice for the whole LWARB team;
8. Produce a regular podcast in line with plans created in consultation with the Head of Communications and programme teams;
9. Identify external events at which LWARB should have presence, coordinating internally to support speakers with presentations and other event content;
10. Manage external events (i.e. not in Wilson Street) on behalf of LWARB and provide event support to programme teams where required;
11. Manage and update corporate websites and write content for blogs, news items and case studies;
12. Create and schedule social media content for LWARB's main platforms (currently Twitter and LinkedIn) and maintain a rolling social media grid as part of the overall LWARB content plan;
13. Community manage social media feeds on a daily basis, including Twitter, LinkedIn and other platforms where relevant, to build reach, awareness and engagement with LWARB and its programmes across target audience groups;
14. Work with programme teams and their partners to deliver partnership communications, in consultation with the Head of Communications;
15. Work with the Head of Communications and programme leads to identify awards and create award submissions for LWARB projects and campaigns;
16. Manage day-to-day contact with communications contractors;
17. Represent LWARB through attendance at project and partnership meetings where required; and
18. Undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job.

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Knowledge, skills and experience	Essential	Desirable
1. Excellent literacy, numeracy and communication skills and ability to influence and present to stakeholders.	X	
2. An understanding of the resource management sector.		X
3. Experience of working collaboratively with stakeholders at a senior level.	X	
4. Experience of delivering corporate communications campaigns through a range of media including events, PR and visual (branded) materials.	X	
5. Expertise and confidence in dealing with the media, including writing press releases and briefing journalists.	X	
6. Expertise and experience in delivering digital communications including: content creation; social media management; planning and scheduling; and community management.	X	
7. Excellent copywriting abilities across a range of media and for diverse audiences.	X	
8. Excellent project management capability including experience of managing multiple projects involving multiple stakeholders.	X	
9. Experience of procuring and project managing consultants to deliver multiple and complex projects.		X
10. Experience of using IT and website content management systems including MS Outlook and MS Office, WordPress and/or Drupal.	X	

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11. An understanding of equality of opportunity, valuing diversity and the ability to translate this into action.	X	
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