

UK Programme Action Committee (UKPAC) WEBSITE & COMMUNICATIONS OFFICER

Applications are invited for the role of UKPAC Website and Promotion Officer.

In October 2018 the UKPAC's present Website and Promotion Officer, Ann Reeves, comes to the end of her term of office (minimum two – maximum four years) and the Committee is looking for someone, able to start immediately, to shadow Ann until she stands down.

JOB DESCRIPTION

The composition of the 22-strong UKPAC is made up of the 17 Region Programme Action Committee Chairmen, the Chairman, Vice Chairman, Secretary, Treasurer and the Website & Promotion officer. The successful candidate will be expected to attend three meetings (normally March, July and November each year) of the UKPAC.

Part of the job falls into four regular and distinct areas of responsibility:

1. WEBSITE

Working on her own initiative, the successful candidate will be required to update the UKPAC website as and when necessary. The largest area on the website is devoted to the on-going flagship project: [Violence Against Women – Stop It Now](#). It will be expected of the W&C officer that she familiarise herself with all aspects of this project and monitor the work of our partner organisations and those working in the five areas (signing up for and receiving their on-line newsletters and updates, for example).

The UKPAC Chairman writes a message following each UKPAC meeting, which is uploaded onto the website each month. (<https://sigbi.org/ukpac/>). Hyperlinks and imagery are required to be added to this page.

2. EMAIL

The UKPAC website has a *Contact Us* facility; the W&C officer is responsible for ensuring that all enquiries, whether via the website or directly to the email address (ukpacpromo@yahoo.co) are dealt with appropriately and very promptly.

3. SOCIAL MEDIA

Facebook

The UKPAC maintains a Facebook page (Soroptimist UKPAC) and the W&C officer is required to ensure that this is kept up to date – and current. It will be expected that this is done as and when necessary, but at least once each week.

Twitter

The UKPAC's Twitter page (@UKPACC) must be kept up to date and the W&C officer will be expected to ensure that this is dealt with on a daily basis.

In addition to the foregoing regular items, the successful candidate will be directly responsible for ensuring that all promotional material is kept fully up to date and includes updating or re-designing the leaflets as and when necessary, in accordance with the Federation's SIGBI branding guidelines.

Every other year the Committee stages a Study Day (in 2018 this will be at the Europa Hotel, Belfast), which the W&C officer is expected to help organise and attend during

her period of office. She will also be required to design and produce the promotional brochure.

Important

Please note that, although the successful candidate will be responsible for all areas as above, it should be noted that she does not necessarily have to actually perform all these duties herself. The help of other Committee members may be sought.

CANDIDATE PROFILE

The successful candidate for the post of UKPAC Website and Communications Officer will need to have a range of skills, as follows:

1. Good IT skills and an ability to work on her own initiative to update the UKPAC website.
2. A sound knowledge of Social Media.
3. Excellent communication skills, including the ability to write reports and produce informative and engaging articles and press releases.
4. Some graphic design and layout experience.
5. Knowledge of marketing for the promotion of Soroptimist International in general and the work of the Committee in particular.
6. The ability to work as a member of a team and to support the Committee in all its work.