

Job description

Job title:	Communications Assistant (x2)		
Department:	Head of Communications & Marketing	Contract:	Permanent
Reporting To:	Head of Communications & Marketing	Days / Hours per week:	18 hours on a rota basis (will include some weekend working)

1. Job purpose

To provide efficient communications ensuring an effective Visitor First information service to internal and external enquirers. Supporting the Communications and Marketing team with implementation of the overall communications and marketing strategy.

2. Dimensions

Budgets – no direct responsibility.

Line Management – no direct line management.

This role will help ensure an effective Visitor First information service for enquiries to York Museums Trust providing an efficient and customer focused approach. Supporting the internal communications, the post holder will create internal newsletters and the organisation of staff meetings supporting the Communications & Marketing team with operational activities including social media, press launches, listings and marketing data input.

3. Principal accountabilities

To check and respond to enquiries to York Museums Trust, answering queries and providing an efficient and customer focused telephone answering service.

To proactively liaise with internal and external key contacts to ensure visitors and York Museums Trust employees are kept informed of the current situation and forthcoming events and activities.

To effectively communicate to internal stakeholders, information and stories which promote the Trust's vision, mission, values and key priorities.

To create and distribute a regular staff e-newsletter and organise monthly staff meetings

Provide assistance to the Communications & Marketing Team with inputting and updating marketing and communications data, updating website information and helping to write digital and press content.

To work with communications colleagues on a variety of communications tasks such as e-newsletters, collation of communications information, helping to research influencer/media lists and updating listings of events and exhibitions online.

Support public relations activities, including helping out at press launches, photo and film shoots, and other public relations events.

To work with the Digital Communications Officer in promoting the Trust's activities through social media, in line with the Trust's e-communication guidelines.

Promote and develop equality and diversity in line with YMT Equality Statement.

Other duties

Other duties may be required from time to time which are consistent with the grading of this post.

4. Key performance measures

To manage and track enquiries to YMT, answering approximately 20 calls and responding to approximately 25 emails a day.

To produce a monthly internal e-newsletter.

To arrange monthly staff meetings.

5. Knowledge, skills, experience and behaviours

What is required for fully acceptable performance in the job?

Knowledge

- Good working knowledge of Microsoft Office

Skills

- Excellent communication skills, especially verbal communication skills and phone manner
- Excellent customer care skills
- Excellent organisational skills and attention to detail
- Ability to use initiative and effectively problem solve
- Ability to be pro-active in determining customer needs via the telephone
- Ability to organise, and be pro-active in gathering, information from diverse sources within the organisation
- Ability to prioritise in a fast-moving environment
- YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:
 - Digital recording – e.g. photography, sound, video
 - Social networking – e.g. Facebook

Experience

- Customer service and administration

Behaviours

- Commitment to equality and diversity and an understanding of how this commitment applies to this role.
- Enthusiasm for maintaining contact with all staff and building communication networks within the organisation

- Courteous, friendly and calm manner
- Flexible attitude towards performing tasks and providing cover for colleagues
- Willingness to learn about and use new technology and systems
- Willingness to be a team player
- Willingness to actively engage in Continuous Professional Development

6. Key relationships

What are the key internal and external relationships necessary for achievement of the job accountabilities?

Communications Team
Senior Leadership Team
Wider Leadership Team
All staff
Suppliers
Visitors/potential visitors
External Agencies

7. Organisation chart

