

# JOB PROFILE

## Communications Specialist

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Hours per week: 37.5

Reporting Accountability: Head of London Office Corporate Communications

Salary Banding: £30,000 - £40,000 per annum

The Communications Specialist is responsible for the content management of the WANO member and public websites. They will proactively increase WANO's online visibility, transparency and relevance to members, staff and external audiences. The role will also support the implementation of all other elements of the Communications Strategy, including media relations, publications, social media, website and events. They will also liaise with and support communications staff within the WANO regional centres (RCs). The Communications specialist will help protect WANO's image, reputation and credibility in all internal and external messaging.

### **Main Responsibilities**

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To assist with the smooth running of the Corporate Communications Programme – this would be achieved by:

- Developing and implementing WANO's Digital Communications Strategy, which supports the overall objectives of the Global Communications Strategy.
- Maintaining overall ownership of the WANO member website, liaising with the Information Systems (IS) department and external suppliers on its continuous development.
- Developing and monitoring metrics associated with the Digital Communications Strategy to allow progress to be monitored and corrective actions to be taken where necessary. Provide regular reports and recommendations to the Head of Corporate Communications.
- Researching best practices in digital communications and act as a project manager for improvement initiatives to all online platforms.
- Working with the Programme Directors and the London Office (LO) Communications team to ensure WANO's products and services are promoted appropriately using relevant communications channels.
- Managing and implementing communication plans for relevant projects as assigned.
- Working with the London Office Communications team to generate and edit content for the WANO London office intranet, public website and social media, and ensure all sites are fit for purpose.
- Maintaining a good working relationship with all WANO offices and RCs to identify opportunities to generate web content from WANO news and events.
- Brainstorming, storyboarding and project managing video material, including potential video blogs and future video development in support of the Global Communications Strategy.
- Monitoring WANO's presence in the print, online and broadcast media.

- Managing an online calendar of speeches and presentations given and events attended by WANO staff in a delegate or speaker capacity, in order to ensure maximum communications value is obtained from every event and speaking opportunity.
- Supporting the Corporate Communications Director and LO Communications team to implement the WANO Global Communications Strategy and increase WANO's profile as the world's principal nuclear safety organisation.
- Recommending, developing and implementing innovative approaches to build awareness of WANO and its mission with key internal and external audiences.
- Proofreading and editing internal WANO documents to ensure accuracy and consistency in line with the WANO Style Guide.
- Looking to simplify the language and improve readability of key WANO member-facing or external documents.
- Preparing press releases, speeches, presentations, marketing and event materials as required.
- Providing feedback and coaching for seconded staff to help improve their communication techniques and writing skills.
- Delivering presentations on WANO's mission and programmes to internal and external audiences as required.
- Assisting with event coordination and material preparation for corporate events such as the Biennial General Meeting (BGM) and Site Vice President and Plant Managers' (SVPs & PMs) conference.

The above list of responsibilities is not exhaustive and WANO reserves the right to amend the post holder's responsibilities from time to time to support business needs.

### **Personal Characteristics**

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#### **Essential**

- Excellent interpersonal (relationship) skills with a proven ability to communicate with peers at all levels.
- A proven ability to work effectively with people from different cultures and international backgrounds.
- A team player with a collaborative style of working.
- Excellent verbal, writing and editing skills and the ability to convey complex technical information simply and effectively to diverse audiences.
- The ability to create high quality reports within tight deadlines.
- A proven ability to act sensitively and respect other cultures.
- Conscientious with a focus on accuracy and attention to detail.
- Proactive and flexible approach to completing tasks.
- Willingness to learn/develop new skills.

- Ability to self-manage, organise, prioritise tasks and work under pressure.
- A strong commitment to WANO's mission and the ability to demonstrate the WANO London Office Behaviours (see Annex at page 4).

## Qualifications

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### Essential

- Excellent command of the English language, both verbally and written. As a minimum, certified English skills at C1 level of the Common European Framework of Reference for Languages (or equivalent) are required.
- Bachelor's degree in English, Journalism or Communications.

### Desirable

- English skills at C2 level of the European Framework for Languages (or equivalent).

## Experience

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### Essential

- Demonstrable experience of developing and delivering effective communications programmes for a diverse range of stakeholders.
- Demonstrable experience of producing content for digital platforms including web, content management systems, social media and email communications.
- A communications generalist preferred, comfortable working on multiple projects and programmes.
- Exposure to working in multi-cultural teams.

### Desirable

- High levels of digital literacy, including Microsoft Office suite, data management (CRM), Google analytics, content management systems and search engine optimisation (SEO) tactics.
- Experience in member or industry associations.
- Experience in the Adobe Creative Suite including Premiere Pro, InDesign, Illustrator and Photoshop.

## Development Opportunities

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After demonstrating a solid ability to deliver the role of a Communications Specialist, the next logic role within WANO would be that of a Senior Communications Specialist.

### Annex: WANO London Office Behaviours

