

About us...

Lincolnshire



Lincolnshire Co-op, based in the historic city of Lincoln, is one of the most successful and progressive independent co-operatives in the country, with an annual turnover in excess of £300 million.

Essential Information – what you need to know

You'll report to:

- Communications Manager

Your hours

- 37.5 hours per week.
- Typical working hours will be Monday – Friday, 8.30am – 5.00pm.
- Hybrid working is available.
- Occasional weekend/evening work will be needed.

Your relationships:

- Marketing, Community, Membership and People teams.
- Colleagues across all areas of Lincolnshire Co-op including senior colleagues on PR/reputational issues.
- Local media and news organisations
- Stakeholders/partners.
- Social media fans/followers.

What you'll bring to us:

- Strong verbal and written skills.
- An enthusiastic and confident communicator with a strong sense of creativity and full of ideas.
- Experience or an interest in conducting interviews and gathering content.
- Experience or an interest in media relations and reputation management.
- Consumer of a wide range of communications channels, both professionally and personally.
- Highly organised, flexible, with the ability to multi-task and switch easily between different tasks.
- Photography, video and editing skills would be an advantage.
- Working knowledge of Microsoft Office 365 applications, including Word, Excel and PowerPoint.
- A degree-level qualification in a relevant subject (journalism, PR or communications etc) or relevant experience.
- Journalistic experience or proven track record in creating and delivering PR/media campaigns and handling negative media queries would be advantageous.
- A full UK driving licence and have access to a vehicle which can be insured for business use as regular travel will be needed in the role.



Providing and supporting
valued services



Helping to grow the
local economy



Caring for our
health and wellbeing



Looking after our
local environment

Together we are...

Your Purpose – I will contribute to my team and the Society’s ongoing success in this role by...

Your duties and responsibilities	<ul style="list-style-type: none">- Creating content for use across multiple channels including social media, websites, internal communications, publications and media.- Being part of the social media customer care team.- Internal communications including managing the production of colleague magazines and producing content for digital internal communications.- Advising on house style and proofing publications from other areas of the business.- Building our profile in local media by producing press releases and briefings, as well as submitting content.- Responding to press queries, helping to manage wider communications and reputational issues.- Maintaining and developing relationships with local media organisations.- Monitoring and reporting on media coverage.- Creating and leading on reactive and crisis communications plans, subject to experience.- Helping to manage production of corporate/lifestyle publications.- Organising content opportunities, taking photos/video when required.- Commissioning photos/video from freelancers.- As part of the Communications team, ensuring the website is kept up-to-date by keeping a watching brief on content.- Working at Lincolnshire Co-op events e.g. member meetings, shows.- Any other necessary responsibilities to ensure we are responsive to a changing communications environment.
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Together we are...

- **Helpful** – we'll look for ways to make a difference
- **Inspiring** – we'll help everyone be the best they can be
- **Trustworthy** – we can be relied on

Your Approach – how you will contribute to your team and the Society's ongoing success in this role.

I will be helpful by:

- Responding positively to requests from colleagues and customers.
- Trying to get it right first time.
- Sharing my knowledge with my colleagues.
- Offering to help before being asked.
- Going above and beyond.
- Contributing to the team and its success.

I will inspire others by:

- Supporting and encouraging one another.
- Being a positive role model.
- Listening and learning from my colleagues and line manager.
- Building strong relationships with customers and colleagues.
- Suggesting new ideas and trying new things.
- Taking pride in my work and celebrating success.

I will be trustworthy by:

- Using good judgement in all situations.
- Being open and honest.
- Take responsibility for my work and delivering positive outcomes.
- Treating everyone fairly and with respect.
- Doing my best for each other and our communities.