



**Authors'  
Licensing and  
Collecting  
Society**

## COMMUNICATIONS OFFICER

### About us

We make sure writers receive the money they're entitled to when someone copies or uses their work. We collect money from all over the world, then pay it to our members. So far, we've paid a total of £600 million.

We're a not-for-profit organisation, with over 117,000 members. We're open to all types of writer and owned by our members. The money we collect is for 'secondary uses' of their work – such as photocopies, cable retransmission, digital reproduction and educational recording. These sorts of rights typically bring in small amounts of money that are difficult for writers to monitor individually, so the most effective way to gather them is collectively. It takes tireless investigation, as well as experience and expertise. But nowadays, with the help of our bespoke IT systems, we can collect money from all over the world through agreements with over 55 different societies in more than 40 countries.

We also campaign and lobby on matters important to writers – both at a national and international level – to ensure writers' rights are recognised and rewarded. Nobody else in the world does exactly what we do, though we're often compared to other organisations.

For many members, we're a mysterious organisation that sends them a payment every so often. Some even find us secretive. Yet for others, the reality of where the money comes from is possibly too detailed. There are even potential members who think we're a scam – until their first payment arrives.

We measure our worth by the amount of money we've collected and paid to writers and by the number who join us – as well as by our successes in lobbying and educating about copyright.

### About the role

This is an opportunity for an enthusiastic individual with a real passion and talent for writing effective copy to join ALCS' communications department.

Reporting to the Head of Communications, you'll be responsible for delivering clear, accurate and engaging content to our members. You will use your knowledge and passion for communications to help ALCS to increase engagement with its membership, external stakeholders as well helping to improve engagement across the company.

### Role description

Job title: Communications Officer

Location: 6<sup>th</sup> Floor, International House, 1 St Katharine's Way, London, E1W 1UN  
+ home working

Reports to: Head of Communications

	<p>Contract: Permanent, subject to a six-month probationary period</p> <p>Salary: £32,000.00 per annum</p> <p>Hours: Full-time, 35 hours a week, Monday to Friday, between 8am and 6pm</p> <p>Holiday 25 days per year + bank holidays</p> <p>Pension: ALCS contributes 12.5% of staff members' salaries as part of an auto enrolment pension scheme</p>
<p><b>Reporting line and team</b></p>	<p>You will be reporting to the Head of Communications. The other team members are a Social Media Manager, a Digital Developer, a Visual Content Creator and a Communications and Events Administrator.</p>
<p><b>Responsibilities</b></p>	<p><b>Content creation and delivery</b></p> <ul style="list-style-type: none"> <li>• Plan, create and distribute regular email newsletters for 70k + ALCS Members</li> <li>• Alongside IAF team members, develop content for the International Authors Forum (IAF) newsletter and website</li> <li>• Regularly review and update content on ALCS website, and other websites that ALCS manages for relevancy and accuracy</li> <li>• Write relevant, dynamic press releases on behalf of ALCS and the other brands that we coordinate</li> <li>• Assist in the development of content for a company podcast, help with recording, edit content and work with the Social Media Manager to promote the podcast to ALCS' audiences</li> <li>• Work with the Social Media Manager in the development of campaigns to address the agreed key issues for ALCS</li> <li>• Write regular email content for any digital and printed material that ALCS will share. Have responsibility for the preparation and sending out of large-scale email campaigns to members including statements, reminders of key dates etc</li> <li>• Have responsibility for the development and creation of an internal newsletter for staff</li> <li>• Develop internal communications content ideas under guidance of the Head of Communications, to help aid cohesiveness across the company</li> <li>• Work with the Visual Content Creator in the updating and development of key information for members</li> </ul> <p><b>Monitoring and evaluating</b></p> <ul style="list-style-type: none"> <li>• Monitor all campaigns that ALCS sends out, reporting on performance to the team and building future communications around the results</li> <li>• Ensure ALCS is collecting feedback from members in a number of ways (including focus groups) and that any feedback obtained is analysed and acted upon where appropriate</li> </ul>

	<ul style="list-style-type: none"> <li>• Be a brand ambassador for ALCS and ensure adherence to our branding and tone of voice guidelines</li> </ul> <p><b>Data management</b></p> <ul style="list-style-type: none"> <li>• Manage dotdigital/ alternate provider ensuring accuracy of use</li> </ul> <p><b>Projects</b></p> <ul style="list-style-type: none"> <li>• Work with the Comms team on developing relevant resources relating to copyright education for the different partnerships that ALCS has.</li> <li>• Manage the Film the House competition process under guidance of Head of Communications</li> </ul>
<p><b>Personal specification</b></p>	<p>You'll be able to confidently and articulately present yourself and represent the organisation to a wide variety of stakeholders. You'll be an excellent communicator in person as well as in print.</p> <p>You should have a positive and proactive approach to problem solving in a small organisation. An interest in the arts, writers and writing are a real benefit, as is flexibility and willingness to learn new skills.</p> <p>An ability to focus your own role on the overall needs of the organisation, decide priorities accordingly and plan how to achieve them is important. We'd like you to have an enthusiasm for working collaboratively in a small, busy team with a positive 'can do' attitude and a willingness to 'pitch in' where required. You'll be conscientious in all areas of your work, with a real focus on quality.</p>
<p><b>Knowledge, skills and experience</b></p>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Proven experience in a similar Communications role.</li> <li>• Experience of communicating, in person and in writing with a wide range of stakeholders.</li> <li>• Experience of creating dynamic content for a diverse range of audiences across multiple digital and print channels.</li> <li>• Experience of coordinating a wide-range of activities, the ability to work under pressure, and to prioritise and meet deadlines.</li> </ul> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• A professional, positive and confident tone in all communications.</li> <li>• Excellent interpersonal skills, adept at communicating and working with stakeholders at all levels</li> <li>• Strong technical skills, including WordPress, MS Office Suite, Office 365, Adobe Creative Cloud, audio and editing software</li> <li>• Exceptional attention to detail in written communications and in project management</li> <li>• Strong understanding of brand and tone of voice</li> </ul>