

ANNEX B

Communications Review Working Group: 'Job Description'

Role:

Member of a small team of about eight people, led by the Head of Secretariat, taking forward the review and implementation of the IMB Communications Strategy.

Main Duties of the Working Group:

- Develop and agree a new communications strategy and an action plan for implementing that strategy
- Oversee key stages of the action plan
- Identify the IMBs' key audiences, develop key messages for those audiences and a set of 'values' for IMBs
- Review current IMB materials (e.g. posters, leaflets, *IMB News*, application form and application pack). Work with consultants and designers to develop and agree new materials.
- In the longer term, consider wider communications issues for IMBs, such as the use of email, the Internet and the development of a local / national PR strategy

Desirable (but not essential) Life or Work Experience:

- Communications
- Human Resources
- Working with the media
- Publishing
- Public Relations
- Advertising / Marketing
- Design

Desirable Qualities:

- Enthusiastic approach
- Creative, innovative thinker
- Articulate
- Team player

Benefits:

Be part of an influential team that will take forward the implementation of the IMB Communications Strategy. This is an important role that will have a direct effect on the way that we communicate to Boards, prisoners and detainees, potential recruits and the general public.

There are no financial rewards, but travelling expenses will be paid. We would try to vary the venues for meetings if required.

Time Commitment:

This is, in the first instance, a year-long project and meetings are expected to be at monthly / six weekly intervals (dates to be agreed in advance). The project may be extended beyond a year if the team agrees that this is necessary.