

Role Title: COMMUNICATIONS & ENGAGEMENT TEAM LEAD

Team: Comms / Communications & Engagement

Overview of Team

The 'Communications and Engagement Team' is seen as the traditional communications team at Burning Seed. They are responsible for all aspects of community engagement including managing our social media, writing blog posts, communicating key messages to the community and acting as a liaison between the organisers and attendees. The team consists of a Team Lead, 2 x 2iC's and contributors as required.

Role Purpose:

The role of the Communications & Engagement Team Lead is to provide team leadership, development and coordination across all aspects of Burning Seed's communications on both public channels and to the internal org. The Team Lead reports to the Comms Facilitator.

Direct Reports:

- 2 x 2iC's
- Contributors and content writers as required

Team Responsibilities:

- Liaising with the community as the public face of Burning Seed communications
- Liaising with internal teams to communicate key messages to the community
- Facebook posts & responding to enquiries & questions via messenger
- Blog writing for the news and views section on the website
- Sourcing contributors to write blog posts and articles
- Liaising with the Web Content/Design Lead in creative projects for the website

Key Deliverables of Role:

- Establish, maintain and promote collaborative working relationships with Burning Seed Team Leads and their teams to promote identified initiatives;
- Build, motivate, coach and develop a skilled volunteer team to deliver best practice services and ensure communication objectives support overall event objectives;
- Effectively manage issues (including contentious issues) and ensure a consistent and effective message and image for Burning Seed to external audiences;
- Shape, monitor and evaluate Burning Seed's communication strategies to engage key stakeholders in a positive understanding of the event;
- Crisis management including providing statements to external bodies such as media, police, local services
- Ensure delivery of accurate, timely and high quality information and promotional material including newsletter, social media, web and publications;
- Represent Seed to external audiences as delegated by the Event Coordinator, Comms Facilitator and Burning Seed Town Council.
- Contribute to a team culture that is supportive, respectful and collaborative.

Key challenges

- Operates in a volunteering environment - individual commitments can be irregular and this can present issues for deadlines and delivering end to end projects;
- Not for profit organisation = very limited budget - can be difficult to source and or deliver high quality materials;
- Managing contentious issues - applying diplomacy, confidentiality and sound judgment to advise on sensitive or controversial issues, with appropriate response;
- Effective prioritisation and resource allocation to ensure quality communication services for Seed organisation and individual Team Leads.

Time Commitment:

- Between 4-8 hours a week mid October to end July, increasing from August to end September to between 6-12 hours a week or more. On call shifts on-site.
- Comms Team Lead for any given year must attend Burning Seed in that year.

Agreed by: Andy Goodyear aka Twinkle Toes (Comms Facilitator)

Approved by: Andy Goodyear aka Twinkle Toes (Comms Facilitator)

Filed with Crew Wranglers: 24 January 2018