



Communications Officer (Digital)

General Information

- Salary – BALPA pay band 5 (Starting salary £46,330 rising to £58,182 after 3 years).
- Temporary Contract - Fixed Term 1 Year
- Full time (35 hours per week)
- Location – BALPA, One Heathrow Boulevard, 286 Bath Road, West Drayton. BALPA's hybrid working policy applies to this role which allows working from home up to 3 days per week.
- Reports to the Director of Communications.
- Other benefits include a defined contribution pension scheme and 30 days of annual leave (rising to 32 days after 5 years' service)

About BALPA

BALPA is the trade union and professional body representing pilots and helicopter crews in the UK. We have around 10,000 members and are recognised in around 20 companies.

BALPA is currently in a period of reform and improvement, working to modernise and put members at the front and centre of our union. It is an exciting time to join our team and play a leading role in shaping BALPA's future.

We represent members both individually and collectively on workplace issues ranging from individual advice on disciplinary and capability issues to collective industrial bargaining on pay, terms and conditions and professional issues around flight safety, policy and regulation.

We have a thriving network of pilot workplace representatives in our Company Councils and eleven flight safety and flight policy committees of members, in addition to our staff team.

BALPA is affiliated to the Trades Union Congress (TUC); the International Transport Workers Federation (ITF), the European Cockpits Association (ECA); and the International Federation of Airline Pilots' Associations (IFALPA).

Job Description Summary

We are looking for a digitally skilled, collaborative communicator to join our team as Communications Officer (Digital).

BALPA currently has four Communications Officers working across corporate and member facing functions. We are recruiting a fifth, with specialist digital expertise, to take a lead role in our Digital Platforms Project (DPP) building and maintaining a coherent digital ecosystem for our 10,000 members, as well as contributing to day-to-day communications work.

This is a hands-on role combining digital platform ownership, UX thinking, technical integration and content. You will work closely with the Director of Communications, the wider communications team and our external partners.

The postholder will play a key role in delivering a coherent, integrated digital ecosystem, including a new member forum, redesigned website and member portal.

Alongside the DPP, the postholder will contribute to BALPA's wider corporate communications: writing for multiple channels and audiences, supporting our public affairs work and helping build our profile with key stakeholders.

BALPA is currently in a period of reform and modernisation. All BALPA staff are expected to show willingness to learn, change and develop and contribute to a positive, supportive and collaborative workplace culture.

Key Duties Main responsibilities

- Working closely with the Director of Communications and communications team to develop and implement BALPA's strategic objectives around communications.
- Support the management, maintenance, coordination and development of BALPA's digital platforms, including the member forum, member portal, external website and member facing apps, in line with our digital roadmap and governance guidelines.
- Oversee official digital channels, including messaging integrations (WhatsApp broadcast, bulk email via Mailchimp) and existing apps (2Way, RealTime).
- Contribute to digital content and digital strategy, across platforms. This will include writing, collating and publishing web and social media content, forum content, member portal and app content, all to a high standard.
- With the communications team, work with colleagues in flight safety, policy and regulation; in industrial and employment policy; in membership and career services; in the General Secretary's

office; and in legal and governance to identify opportunities in their areas for communications to be developed and delivered so that BALPA is visible and relevant.

Communications and influence

- Build effective connections with BALPA staff, representatives on the NEC, Company Councils and member committees to understand member needs and shape digital provision.
- Work closely with the Director of Communications, the wider communications team and BALPA's external suppliers (e.g. CRM and IT partners) to deliver joined-up digital platforms.
- Maintain good working relationships with communications counterparts in other trade unions, both in the UK and internationally, and other stakeholders.

Working practices and culture

- Work as part of a collaborative communications team, share knowledge and best practice on digital and general communications tools and methods.
- Work with the communications team to maintain a strategic calendar of BALPA activities and opportunities.
- Promote a positive and inclusive culture, open to new ideas and change.
- Ensure work complies with BALPA's corporate branding, tone and accessibility standards, and meets data protection requirements.
- Work out of hours on press and media work as necessary.
- Undertake any duties reasonably in scope of the role as directed by the Director of Communications.

(Please note that this job description is not an exhaustive list of duties and may be reviewed from time to time).

Person Specification	Essential	Desirable
Knowledge and Experience		
Experience managing websites, member portals, digital forums and/or equivalent platforms.	✓	
Experience working with CRM systems and an understanding of data integration, member identity and permissions.		✓

Experience of platform scoping, procurement and/or build, including working with external suppliers.	✓	
Back-end or technical experience (e.g. APIs, integrations, CMS administration, database basics).		✓
Knowledge of data protection, GDPR and its application to digital platforms.	✓	
Knowledge of the trade union movement, member organisations or the aviation industry.		✓
Digital Skills		
Experience of UX, digital analytics and using data to evaluate and improve platforms.	✓	
Familiarity with bulk email platforms (e.g. Mailchimp), messaging integrations and/or member app management.		✓
Ability to write clearly and accurately for digital channels, with strong proofreading skills.	✓	
Building Relationships		
Strong interpersonal skills, with the ability to work effectively with technical partners, internal stakeholders and member representatives.	✓	
Ability to communicate complex digital and technical matters clearly to non-technical audiences.		✓
Skills and Judgement		
Strong project management skills, with the ability to manage multiple workstreams and competing priorities.	✓	
Excellent attention to detail.	✓	
Ability to exercise sound judgement in fast-moving environments.	✓	
Working Practices and Culture		
A collaborative team player, willing to share expertise and cover for colleagues as appropriate.	✓	
A willingness to learn, develop and contribute positively to BALPA's culture and digital transformation.	✓	
Understanding of and commitment to following BALPA's strategies, policies and processes.	✓	
Willingness to travel as appropriate, including occasional travel to BALPA offices and member events.	✓	