

Quick orientation for branch communications managers (formerly known as spokesperson)

As a communications manager, you make your branch's work visible

As a communications manager, you contribute to your branch communicating about important themes in an open, timely and reliable manner, both to the wider public and its partners. Communications manager is the same position as spokesperson referred to in the rules and regulations of branches and the Ossi system.

The aim of branch communications is that as many as possible in the region are aware of the Red Cross branch in their area and receive information about how to get involved in local activities. Visible and active communications play a key role in the operations of the branch. This helps the branch gain more volunteers, donors and partners. As a communicator, your contribution to accomplishing these goals is vital.

You do not have to be a communications professional. You only need to be interested in communications. As a communications manager, you gain valuable experience in communicating about humane work. You are provided training and support by the district and the Red Cross headquarters.

Cooperation with the branch board and activity groups is vital. You also encourage others to take part in communications, e.g. by reminding them to take photos of their activities and give tips for articles and social media posts. You take part in planning the communications related to aid situations, and you can coach others in internal communications.

You communicate in cooperation with the branch chair and the volunteers in charge of various activity groups. Unless agreed otherwise, the chair represents the branch in external communications and media, for instance. As a communications manager, you coordinate communications, but you do not have to do everything on your own. The branch may have more than one communications specialist, who work together as the communications team. The duties may be divided, for instance, so that different people are in charge of social media, the website and the members' newsletter.



Duties of communications managers:

- Planning the communications of the branch together with the board and activity group leaders
- Encouraging other volunteers to engage in communications
- Maintaining the branch's communication channels and ensuring that the Red Cross campaigns and branch activities are represented in these
- Updating the branch's website and ensuring that it includes information about the branch's activities and key contact persons
- In cooperation with the person in charge of volunteers and members and the chair, ensuring that members get information about the branch's activities through the member newsletter, email or social media channels. Supporting the preparation of event announcements in Oma Punainen Risti, if necessary.
- Contacting local media and raising awareness of campaigns, the branch's future events and other activities
- Ensuring that the branch's visual appearance is uniform, i.e. the communications materials comply with the national graphic charter

In this position, you will be supported by:

- The branch board and chair
- The branch secretary, person in charge of volunteers and members, the collection manager, activity group leaders, who may all have their specific role in the communications of the branch
- The district communications specialist or planner
- A sponsor appointed to the branch by the district
- The district's communication volunteer trainers

Important information:

- Basics of branch communications training
- Use of social media in branches training
- Oma Punainen Risti training
- Branch communications web pages in Volunteer information (instructions on how to use social media and the Material Bank)