## Role Summary

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| **Name:** |  |
| **Job Title:** | Head of Communications & External Affairs |
| **Report to:** | CEO |
| **Salary:** | £42,025 |

Overall purpose: Head of Communications & External Affairs

* Develop a compelling narrative around local sector support and development on behalf of our members – influencing policymakers, commissioning organisations and funding bodies at national, regional and local level
* Consistently and powerfully tell the story to our members – and potential members, partners and supporters - of what we offer as the unique national membership body for local sector support and development
* Help us punch above our weight as a national infrastructure organisation in delivering influence and voice on behalf of our members, actively engaging with and helping to drive relevant policy and decision making at national level
* Manage the provision of intelligence and analysis on relevant national policy issues and the external environment for the benefit of NAVCA and its members
* Actively support our business development and income generation activity by creating a positive environment and audiences open to our messages and mission

Specific responsibilities

* Along with the CEO and other team members contribute to the development and implementation of the new organisational strategy for NAVCA
* Develop and implement a new stakeholder engagement strategy – setting objectives in line with the new NAVCA strategy, mapping stakeholders, prioritising and developing engagement channels
* Develop and implement a new communications strategy – setting objectives in line with the new NAVCA strategy, clarifying key messages, identifying audiences, building on existing communications channels and developing new ones as appropriate
* Deliver strategic and tactical engagement, communications and policy based activity
  + Manage the delivery of regular and ad hoc policy briefings for internal and external use
  + Manage the delivery of membership communications and newsletters
  + Manage NAVCA’s social media, publications and other communication channels
* Support the CEO and Chair in developing and managing key stakeholder relationships; represent NAVCA at key engagement events; help to build NAVCA’s networks of influence
* Work collaboratively with our Heads of Membership and Business Development to deliver key objectives and achieve added value from all operational activity – particularly in relation to members, stakeholders and the local voluntary sector
* Work collaboratively with our Heads of Membership and Business Development to deliver increasing added value to our members through consistent production of member-relevant content, eg briefings, podcasts, videos, blogs, livestreaming of events etc
* Lead on our media relations management – growing our profile in a strategic, focused way with relevant media, being the first port of call for media enquiries, and positioning NAVCA as the go-to source of comment on issues relevant to the local voluntary sector
* Manage our website - with responsibility for content and structure – and other digital channels
* Project manage and deliver major events such as our annual conference and NAVCA Awards, in conjunction with the Heads of Membership and Business Development
* Oversee production of the annual review and other key publications – in whatever format is most appropriate (digital, print, video)
* Evaluate the success or otherwise of our engagement, communications and policy efforts, with a view to continuous improvement, cost effectiveness and bang for our buck

**Line management**

Responsible to: Chief Executive

Responsible for: Communications & Policy Administrator

Freelance communications support

**Shared responsibilities for each team member**

* Contributing to the collaborative leadership of NAVCA and the movement for local social action
* Member engagement, development and support
* Developing and maintaining resources for members
* Gathering intelligence from members and the external environment
* Building and maintaining relationships with external bodies
* Contributing to the thought leadership of the sector
* Horizon scanning, foresight and policy analysis
* Contributing to market analysis, business development and project management
* General administration including planning and use of resources

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| **Core competencies** | | | |
| **Specific role requirements: knowledge, skills and experience** | | | |
| Tested at: | Application | Interview | Test |
| A broad range of senior level engagement and communication skills and experience – including PR, media, stakeholder engagement, public affairs, strategic and tactical use of key comms channels including digital, planning and evaluation | ✓ | *✓* | *✓* |
| Experience of working at national level, working with and influencing national stakeholders including government | ✓ | ✓ |  |
| Excellent relationship builder, inside and outside the organisation | ✓ | ✓ |  |
| Able to represent NAVCA positively at senior level meetings and events | ✓ | ✓ |  |
| Strategic thinker able not just to see the big picture but to join the dots between pictures – to see how linkages can be made to continuously build success and achievement for NAVCA and our members | ✓ | ✓ | ✓ |
| Politically aware and sensitive to the context and potential tensions of our sector | ✓ | ✓ |  |
| Hands on, with excellent copywriting, planning and project delivery skills | ✓ | ✓ | ✓ |
| Highly collaborative with colleagues; able to work in a very small team without detailed supervision, to manage own workload, priorities and performance with a view to the achievement of individual, team and organisational objectives | ✓ | ✓ |  |
| Effective line manager, able to gain the best performance from others in line with the values and behaviours of our organisation | ✓ | ✓ |  |
| Digitally adept, agile and enthusiastic; comfortable working from home and on the move, willing and able to use available technology to support collaborative working within the team (instant messaging, video calls etc) | ✓ | ✓ |  |
| Personal commitment to the values of the local voluntary sector, especially to equality and diversity across all categories | ✓ | ✓ |  |
| **General competencies:** These attributes are common to all NAVCA posts and underpin the shared responsibilities of the team. |  |  |  |
| Committed to NAVCA’s mission, values and operational approach | ✓ | ✓ |  |
| Able and willing to work collaboratively in a team that involves members, taking a lead where necessary | ✓ | ✓ |  |
| Building and maintaining effective relationships with members and external partners across all sectors | ✓ | ✓ |  |
| Excellent communication skills including listening | ✓ | ✓ |  |
| Digitally enthusiastic, IT literate and able to use social media and related communication tools and systems | ✓ | ✓ |  |
| Demonstrate agility and an ability to operate on several activities simultaneously | ✓ | ✓ |  |
| Excellent at finding solutions and problem solving | ✓ | ✓ |  |
| Entrepreneurial, self-motivating, risk taking and innovative | ✓ | ✓ |  |
| Able to represent NAVCA, the NAVCA movement and its members to external stakeholders with authority, calmness and expertise | ✓ | ✓ |  |
| Able and willing to be self-supporting in terms of administrative tasks | ✓ | ✓ |  |
| Willing to work in a small team and support and substitute for colleagues, adopting the shared responsibilities for each team member | ✓ | ✓ |  |
| Willing to travel to London and across the country on a regular basis, able to effectively manage working remotely as part of a non-office based team | ✓ | ✓ |  |
| **Signature:** | | | |
| **Date:** | | | |