

## Job Title: Communications Lead

### Relationships

<b>1. Responsible to:</b>	CEO, Senior Leadership and Operational Mangers
<b>2. Responsible for:</b>	Communications Volunteers
<b>3. Important Internal Relationships:</b>	Departmental Leads, Operational Managers, Trustees
<b>4. Important External Relationships:</b>	Local VCS infrastructure bodies, Community Partnership Boards, Borough Adult Social Care, other relevant community-based bodies.

### MAIN PURPOSE OF JOB

The following will constitute the principle values allied to this role:

- Building partnership through training, insight and support across the charity's functions in respect of its promotion, marketing and communications.
- Work with the charity's leadership to build professional communications and social media outputs to widen our market position and business sustainability.
- Developing resources, templates and content that will empower our staff to work more independently to shape the public narrative of their work and its impact
- A commitment to communicating and marketing a public narrative that show cases the charity's work in empowering the people who use its services to live independent and validated lives.

Prepared by: ...G.M.Stevenson.....Agreed by: .....

Signature Date: 

Signature Date: .....

### 1. Main Responsibilities of the Job

- 1.1. Generate (or work with our managers to generate) engaging and accessible content for the charity across a range of digital and social media platforms.

- 1.2. Lead on the collection and development of stories, as well as other content showcasing the quality of our work and its impact for those using our services.
- 1.3. Work with colleagues to plan and coordinate communications around key milestones, launches, campaigns and events.
- 1.4. Coordinate general communications and engagement planning with corporate and operational managers.
- 1.5. Support the development and implementation of a communications and influencing plan as part of the charity's corporate planning and strategic review process.
- 1.6. Work closely with the charity's corporate leadership to align messaging and communications activity across the business to help shape our working culture and values-based approach.
- 1.7. Create compelling stories about what the charity does and the difference it makes in the lives of people who benefit from its services.

## **2. Analysis and data interpretation**

- 2.1. Provide overview and reporting on performance analytics related to the charity's digital and social media outputs. Particularly against any benchmarks set at the commencement of any given financial year.
- 2.2. Identify opportunities and development priorities for targeted and/or generic media output against any valuation of our performance metrics as reported above.
- 2.3. Provide access and guidance on analytics and data metrics for departmental managers and leads to help shape future messaging and content generation.

## **3. Development Support**

- 3.1. To work closely with the charity's leadership, its managers and operational leads in shaping our communications messaging and output.
- 3.2. To design training and support to grow internal capacity across the charity in how to get the best out of our communications and social media tools.
- 3.3. Monitor departmental social media and communications output and help shape their approaches to messaging what their services do and to whom.
- 3.4. Develop plans, campaigns and promotional activity based on an understanding of the charity's values, its target audiences and its strategic priorities for growth and sustainability.

## **4. Behaviours and Values**

- 4.1. To provide meaningful support to the organisations outward facing and public activity, promoting both its person-centred and strengths-based approach to its work.
- 4.2. Maximise their role to facilitate the inclusion of people using our services in shaping a public narrative of their lives and the positive contribution they make to the communities in which they live.

## **5. Communication**

- 5.1. To model professional and effective communication skills professionally with all internal and external partnerships, representing the charity and its corporate position at meetings and events when necessary.
- 5.2. To demonstrate flexibility in communication style as appropriate for different audiences, including the people we support, their families, internal colleagues, and colleagues from our Health & social care partners. Showing an awareness of people's communication needs and adjustments that may need to be made.
- 5.3. To demonstrate and model a consistent professional approach in communication via the multiple tools related to their post.
- 5.4. To be a great listener including demonstrating a proactive approach to supporting a range of stakeholder in expressing their wishes and views.,

## **6. Additional responsibilities**

- 6.1. To prepare and present reports and presentations and other written materials as required.
- 6.2. To demonstrate continued commitment to own personal development and learning.
- 6.3. To attend reviews and meetings as required, and chair meetings where necessary.
- 6.4. To maintain confidentiality and to ensure that access and sharing of and use of the information complies with relevant policies and procedures, including the Data Protection Act.
- 6.5. To work in accordance and support the implementation of Balance policies, procedures, values and commitment to equality and inclusion.
- 6.6. Any other duties commensurate with the grade of the post, as may be required from time to time.

## PERSON SPECIFICATION

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	Essential	Desirable
<b>Qualifications and Experience:</b>	<p>Excellent verbal communication skills and experience dealing with a wide range of people</p> <p>Experience of juggling multiple priorities simultaneously and working to tight deadlines.</p> <p>Experience developing, posting, engaging and reporting on social media</p>	<p>Experience of working in communications and marketing role within a third sector or private enterprise.</p>
<b>Ability to:</b>	<p>Ability to absorb information quickly - by finding and reviewing a range of sources and picking out and communicating the key points.</p> <p>Ability to produce outputs which are clear, concise and compelling writing for busy audiences.</p> <p>Excellent copywriting, editing and proofreading</p> <p>Ability to tell great stories and communicate complex information in a way that is easy to understand.</p>	<p>Ability to independently manage and organise events such as webinars and small in person events</p>

	Ability to work collaboratively with colleagues across the charity to build capacity, knowledge and confidence in shaping its external messaging and narratives.	
<b>Knowledge of:</b>	<p>Digital, online and social media tools appropriate to a charitable or public facing business.</p> <p>Accessing, interpreting and learning from a range of data metrics and analytics associated with our digital and social media performance.</p>	Developing digital and social media communications suitable to audience with learning disabilities and learning difficulties.