

Role Profile

Job Title: Communications Manager
Location: Award House, London
Reports To: Head of Communications

Summary of Role

The Communications Manager sits as part of a wider team of Communications generalists. They are responsible for the creation and dissemination of multi-media communications activities which engage stakeholders to facilitate the growth of the Award around the world.

Within the Foundation, the Communications Manager will work with team members from other departments to scope and initiate publications and tools which will speak to their desired audiences (National Award Directors, Award Leaders, Participants, Donors, etc) and encourage involvement with the Award, as well as offering guidance and advice to team members where necessary.

Each member of the Communications team will have specific responsibilities for day to day communications activities, such as brand management, website maintenance, social media posts, managing our photo library and merchandising.

Key Responsibilities

- Support the Head of Communications to initiate, plan, develop and deliver Foundation (and Association wide as applicable, such as Forum communications) communications activities and projects, which further the Foundation's strategic objectives and develop our organisational story, build stakeholder engagement and understanding.
- Advise all staff across the Foundation (and Association as appropriate) on Award language/style and messaging to ensure Foundation activities and projects are on message, and consistent with our values. Checking and challenging as required.
- Partner with selected internal business areas to advise and support on communications activity. Shape communications strategy for those areas in liaison with business area Director/lead, driving best practice and helping them prioritise areas for development and delivery. Communicate clearly on communications team accountabilities and responsibilities in order to manage expectations and build understanding of team's role and value.

- Providing internal business areas with a comprehensive and professional Communications service, helping stakeholders with scoping of activities, editorial assistance, proofing (including guiding on tone, use of language and inclusion of key messages) to maximise the impact of external communications.
- Management of day to day communications activities, such as brand management, website maintenance, social media posts, managing our photo library and merchandising as required.
- Develop, manage and deliver pro-active corporate communications and PR activity
- Where required, develop, manage and deliver public affairs activity, including securing/supporting speaking engagements, submitting Award entries and profile raising activity
- Provide re-active media support, including supporting the Head of Communications with crisis communications delivery
- Drafting and sourcing stories to be used in line with specific events or for general website content.
- Responsible for the scoping, development and delivery of projects in collaborative partnership with National Award Operators (and/ or other stakeholders external to the Foundation)

This role will also support the Head of Communications to drive Foundation awareness and understanding through contributing to other activities and projects as agreed and subject to capacity.

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Qualifications	<p>Educated to degree level or equivalent work experience.</p> <p>Evidence of continuous professional development (CPD).</p>	A degree in English, marketing, communications or journalism.	Application form and qualification certificates
Experience	<p>At least three/four years in a communications or PR role.</p> <p>Well versed in implementing audio-visual projects and working with video/film production companies.</p> <p>Demonstrable experience of managing and implementing high-profile communications projects and campaigns.</p> <p>Solid experience and understanding of online/social media channels.</p> <p>Strong track record of developing compelling stories to build stakeholder engagement</p> <p>Successful delivery of a variety of simultaneous projects.</p>	<p>Previous experience of working in the charity/ not-for-profit sector.</p> <p>Experience of working in an International NGO.</p> <p>Experience of generating media coverage outside the UK.</p> <p>Budget management experience.</p> <p>Brand Management</p> <p>Website redevelopment experience</p>	Application form and interview
Knowledge	Cultural awareness and sensitivity.	<p>Understanding of project management processes.</p> <p>Knowledge of The Duke of Edinburgh's International Award.</p>	Interview
Skills and Abilities	<p>Excellent communication skills, with an enthusiastic, tenacious and positive 'can do' attitude.</p> <p>Excellent relationship building skills</p>	Proficiency in another language.	Interview

	<p>Ability to creatively problem solve on own initiative.</p> <p>Excellent copy writing and editing skills</p> <p>Excellent attention to detail.</p> <p>Strong organisation skills and ability to multi-task.</p> <p>Experienced user of Microsoft Office and Content Management Systems.</p>		
<p>Circumstances</p>	<p>35 hours per week (Monday to Friday) with some flexibility required on or around the lead up to related Foundation events.</p> <p>Must be willing to travel on behalf of the Foundation, sometimes with overnight stays, although the opportunity to travel internationally is likely to be limited.</p> <p>Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment (in line with policy).</p> <p>Benefits (some are applicable after probation period): 25 annual leave days (plus bank holidays), Private Medical Insurance, Death in Service payment of 4x salary, Healthcare Cash Plan, Joint Contribution Pension Scheme, Salary Sacrifice Schemes, Season Ticket loans.</p>		