

Job Description

Job Title:	Head of Communications
Department:	Communications
Reports to:	Director of Development
Managerial accountability:	Communications team
Location:	Head Office, Hammersmith, London
Purpose of the Role:	To lead strategic planning and delivery of Turn2us communications and marketing in our fight against UK poverty—using insight, targeted campaigns and the voices of people coming to us for help to; raise the profile of the Charity; demonstrate the difference made by our work; and to engage a range of audiences – from the people we help to those that support us with time or money, partners and influencers

Key Responsibilities and Accountabilities:

- 1. To lead on the creation, planning and delivery of Turn2us' communications, media and marketing strategy**
- 2. Raise the voice of the Charity in our fight against UK poverty – inspiring the people we help, those that support us with time or money or via partnerships and influence**
- 3. Campaigning to help people in need, and supporting key projects and initiatives at Turn2us**

Duties:

- 1. To lead on all aspects of the planning and delivery of the communications, media and marketing strategy at Turn2us**
 - Oversee a calendar of communications and activity to support the Charity's mission and vision, front line services as well as fundraising and influencing change;
 - Co-ordinate a range of digital and print communications tailored for external audiences and colleagues;
 - Lead, manage and motivate a small team of communications professionals;
 - Build and maintain relationships with networks within the Media, PR and charity sector;
 - Lead the delivery of key publications including the Annual Report and impact reporting, high profile stakeholder events, alongside the maintenance of brand guidelines and key messages;
 - Act as a focal point for all incidents and crisis communications for both the charity and EFHL;
 - Work with external agencies and suppliers to provide creative, print, content and consultancy services.
- 2. Raise the voice of the Charity in our fight against UK poverty – inspiring the people we help, those that support us with time or money or via partnerships and influence**
 - Develop the charity's language and communications to challenge perceptions of poverty and empower people to seek help and take action or support our work;

- Secure and share compelling case studies that support our charitable activities, profile and fundraising;
- Support the views and voice of the people we help and partner with through user panels, feedback and social media groups;
- Leverage all available channels for targeted communications including digital, social media, print and press;
- Provide targeted national and local promotion of Turn2us support including our grant making and Grant Search tool, Benefits Calculator, helpline and face to face services;
- Support fundraising, corporate and strategic partnerships with communications and PR at a national and local level;
- Act as a spokesperson for the Charity alongside the Chief Executive, Senior Management Team and Trustees;

3. Campaign to help people in need, and supporting key projects and initiatives at Turn2us

- Define, develop and implement national campaigns aimed at key poverty issues in order to raise awareness of the charity's services, build support and advocacy for the Turn2us;
- Maximise insight and data from a variety of sources, alongside personal stories, to articulate poverty trends and Turn2us' impact via our services
- Influence change, advocacy and opinion via participation in Select Committees, APPG's and working groups;
- Support stakeholder mapping and relationships including; charity partners, funders, public, private and third sector organisations;

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

Person Specification

Education:

Desirable: Relevant vocational qualification
Membership of relevant professional body

Skills:

Necessary: Strong interpersonal and team management skills
Strong use of MS Office suite of products
Strong levels of literacy with technology and digital tools
Ability to manage multiple initiatives or activities at any time
Strong editorial and writing skills for use with press and marketing activity
Strong attention to detail in particular with written content
Ability to build strong relationships and virtual teams

Knowledge:

Necessary: Strong understanding of the voluntary sector
Appreciation of the UK benefits system and the work of benevolent organisations
Understanding of communications and presentation tools
Strong understanding of the news media and strategic use of social media

Experience:

Necessary: Experience in running public campaigns
Line management of a small communications team
Experience in managing brand
Press and media handling
Crisis communications
Experience of budget management and control

Personal Attributes:

Deep commitment to the work and mission of the charity and its partners
Share the organisation's values: compassionate, open, collaborative, innovative and driven
Strong intellectual capability and problem solving skills
Team player
Self-motivated and resilient
Comfortable balancing multiple, often competing, priorities
Energy and passion
Articulate and creative
Flexibility and willingness to react on crisis communications when required.