



Communications Manager Job Description

Department / Service: Communications

Location: Central Support Services, Emersons Green

Hours of work: 35 hours per week, fixed term contract for one year

Responsibility to: Head of Communications and Marketing

Purpose of job: To provide communications strategy and support to Hft projects

Accountabilities:

1. Provide strategic communications advice and support to a number of internal projects.
2. Be the primary communications lead for upcoming projects, acting as the link between integrated project teams and Hft's Communications and Marketing (CM) team.
3. Identify the scope and requirements for each project and with input from other CM managers facilitate the development of integrated communication plans.
4. Work alongside the Head of Communications and Marketing to ensure that communication strategies are fully aligned with Hft's wider objectives.
5. Develop collaborative and effective working relationships with key internal stakeholders including: Director of Operations, Divisional Directors, Regional Managers, Registered Cluster Managers, the Business Optimisation team, Fundraising, as well as the wider Communications and Marketing team.
6. Detailed stakeholder analysis to identify all critical internal and external audiences and ensure the strategy meets their communication needs.
7. Work with the project team to identify critical issues and draft the key messages needed to support each project.
8. Produce a range of communication including key messages, briefing documents, presentations, Q&As, emails, bulletins, press releases, statements and social media content.
9. Manage and respond to internal/external enquiries, ensuring relevant internal stakeholders are advised and briefed as/when necessary.

10. Ensure that all communications support is measured and evaluated wherever possible and lessons learned are captured and shared with the wider project team to inform future planning.
11. Contribute to the wider communications and marketing team goals by inputting to the content generation strategy where/when appropriate.
12. Alongside other members of the C&M team act as a custodian and ambassador for the Hft brand.
13. Wider project support to the Communications and Marketing team as/when required.

This job description will be reviewed as required.