



## **Communications Manager Person Specification**

All criteria are essential unless otherwise stated.

### **Education & qualifications**

- Educated to degree standard or above, or able to demonstrate equivalent professional experience
- Professional graduate (or post graduate) level qualification in a communications related discipline (desirable)

### **Experience**

- At least three years communications experience at managerial level with responsibility for devising communication strategies for complex projects, involving multiple audiences
- Ability to work independently and under pressure, juggling a number of high profile projects simultaneously
- Proven experience of developing effective working relationships and working collaboratively with a range of internal and external stakeholders (including staff, people we support, third parties, donors/supporters, MPs, the media)
- Ability to distill complex issues quickly and write clearly on sensitive issues
- Excellent communication skills (written and verbal) including the ability to formally present communication strategies and plans to colleagues
- Proven negotiating and influencing skills
- Experience of managing a range of internal and external enquiries (desirable)
- Ability to manage confidential and sensitive information appropriately
- Self-motivation and ability to work across teams effectively and professionally
- A positive attitude to change, and an adaptable and flexible personal approach

### **Technical skills/knowledge**

- Experience of developing and using a range of communication channels and tactics to communicate to a number of different stakeholders
- Excellent eye for detail and ability to write, edit, and proofread a range of on and offline material including letters, briefings, presentations, newsletters, press releases and online copy
- Experience of monitoring, evaluating and feeding back on communication activity
- Experience of Sharepoint 2010 (desirable)
- Sound knowledge of Microsoft Office 365

### **Circumstances**

- Able to travel across the UK as/when required and to spend nights away from home on a planned basis
- Prepared to work flexibly outside of office hours as the role demands
- Prepared to drive on behalf of Hft as an Hft approved driver (desirable)