

JOB DESCRIPTION

Job Title:	Head of Communications
Department:	Policy, Communications and Research
Reports to:	Director of Policy, Communications and Research
Role type:	Permanent, Full Time
Location:	London-based
Salary:	Circa £46,000 plus competitive benefits

OVERALL PURPOSE

To lead, shape and deliver effective communications activity to promote the work of the Foundation, our strategy and mission to partner charities tackling complex social issues externally, internally and across Lloyds Banking Group. Lead and manage a team comprising of five staff and oversee and deliver budgets and activities across all of our comms channels and functions. This role will need to work closely with staff across the Foundation, both with colleagues in the Policy, Communications and Research Department around communicating our strategy, programmes, data, outcomes and policy positions and with grant making and development teams to attract, engage, inform and celebrate current and prospective grantees.

For more information on the Foundation and our work please see: www.lloydsbankfoundation.org.uk

CORE RESPONSIBILITIES AND ACCOUNTABILITIES

Key Responsibilities:

- Develop and deliver strategies to promote the work of the Foundation, our programmes and the grantees we support across the spectrum of comms disciplines including: media, social media, website, brand, marketing, internal comms and the production of materials
- Work closely with Lloyds Banking Group to develop and utilise proactive and reactive opportunities to promote the work of the Foundation and the charities we support
- Develop and execute media strategies and develop relationships with target media representatives
- Increase the organisation's profile across platforms, and with relevant influencers and organisations

- Oversee the copy-writing and production of marketing materials and key publications including the Annual Review/Impact Report
- Oversee the writing of releases, articles and statements
- Act as guardian of our brand and monitor and support its development and implementation
- Oversee the development and implementation of our social media strategy
- Lead on the development and management of our website, ensuring it is an effective tool to promote the Foundation, our strategy and programmes and to engage with key audiences, particularly grantees
- Oversee the collection and management of case studies and the use of film and video to tell compelling stories
- Oversee the development and delivery of an effective programme of external events
- Prepare, manage and monitor all aspects of the communications budget
- Responsible for the management and development of four direct reports and any volunteers and interns
- Manage relationships with external suppliers ensuring they deliver to our requirements and provide value for money.
- Ensure all Foundation staff are well briefed on key communications issues and participate as appropriate in cross-functional projects
- Lead on the delivery of internal communications
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Oversee the reporting on and analysis of all aspects of communications to drive improvement
- Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice
- Develop a good understanding of all aspects of the Foundation's work, the needs and achievements of the charities we fund and support and those who charities work with.

KEY SKILLS, COMPETENCIES AND EXPERIENCE

- The ideal candidate would have at least 5 years' experience of working in a busy communications function including specific experience of leading and management
- Experience of developing and implementing strategies across the full range of media and of securing impact and coverage as a result
- Excellent written and verbal communication skills
- Experience of managing staff and volunteers
- Professional manner, excellent negotiating skills and experience in developing effective working relationships, internally and externally.
- Experience of managing budgets and working with a range of suppliers
- Experience of managing the development and implementation of a brand and the writing and production of printed materials
- Experience of effective use of all forms of web, online and social media
- Well-developed IT skills including all major programmes
- Strong management and organisational skills, able to manage a number of projects at the same time and deliver to deadlines alongside an excellent attention to detail
- Motivated, creative and flexible individual, able to identify, initiate and seize opportunities

- Knowledge/experience of the voluntary sector, ideally with charities tackling disadvantage and of working with vulnerable individuals themselves to capture and share stories
- Commitment to equal opportunities and to tackling disadvantage and willingness to uphold the Foundation's values in all areas of work
- Willingness to travel across England and Wales