

14th March 2017

Job Description – Communications Officer

The Forces in Mind Trust (FiMT) was established in 2011 with a £35 million endowment from the Big Lottery Fund to spend over a 20-year period on providing UK-wide support and advocacy for ex-Service personnel and their families to make a successful transition back to civilian life. The Trust awards grants and commissions research to generate an evidence base to influence and underpin policy makers and service deliverers. This influencing role is critical to the effectiveness of FiMT in achieving its mission. To-date the Trust has outsourced all of its Public Relations capability. FiMT has now evolved to the stage where it would be more effective to bring some of this capability in-house whilst still maintaining an element of strategic communications expertise which will continue to be outsourced. The Trust is therefore establishing this new post and is seeking to recruit an experienced and flexible Communications Officer with strong traditional and digital communication skills, and stakeholder management and Public Affairs expertise.

Job Details

Job Title:	FiMT - Communications Officer (CO)
Location:	Based in Victoria, London (occasional travel and overnight stays may be necessary to support events around the UK).
Status:	Full time 37.5 hrs generally Monday - Friday 0900 - 1700
Salary:	£30,000 per annum
Benefits:	Group pension plan, interest-free season ticket loan, individual training budget, death in service insurance, health screening, access to a cycle-to-work scheme
Holiday:	30 working days plus Public/Bank holidays
Reporting to:	Head of Policy

Overall Purpose

The role of the Communications Officer will be to contribute to the impact aspects of FiMT's strategy by developing and executing the Trust's influence and communications work with policy makers and service deliverers.

Role overview

- The Communications Officer reports to the Head of Policy and is responsible for the day-to-day preparation, management, and execution of FiMT's communications and influence plans.
- The Communications Officer receives guidance and input from FiMT's strategic influence provider, and will be able to refer to this provider to seek advice or specialist information when required.
- Working in conjunction with other members of the Executive Team, the Communications Officer has responsibility for overseeing all aspects of Trust communications activity to ensure that the Trust is fulfilling its charitable objects, following the Board's strategy, and executing the Grants and Commissioning Plan.
- The main effort of the Communications Officer is to support the Chief Executive and the Policy, Influence and Evaluation team in every aspect of influence activity.

Role responsibilities:

- Planning FiMT's communications activity (including budget management) around report launches, receptions, briefing events etc as well as supporting their delivery.
- Developing and maintaining relationships with FiMT's stakeholders around the UK, and building partnerships with other organisations.
- Developing FiMT's capacity to engage proactively with all types of media platforms. This would include the development of FiMT's media contact lists in the areas relevant to FiMT's main strands of work, and preparing and issuing press releases and managing other media activities.
- Developing and maintaining a communications and influencing calendar incorporating outcome and project related communications and influence activity.
- Managing the content on FiMT's website and social media channels.
- Managing FiMT's (and Big Lottery Fund's) branding and identity, ensuring appropriate media representation in work where FiMT has an interest.
- Undertaking other tasks commensurate with the post, for example drafting press releases, briefings and speeches and leading on Public Affairs work.
- Representing the Trust externally as required.

General responsibilities as a member of the Executive Team

- Contributing to the development and execution of FiMT's Strategy, the Grants and Commissioning Plan, and any Influence strategy/plans (including press releases) that are produced.
- Operating within the annual budget according to the financial plan and producing the required reports to inform the management accounts.
- Providing advice, support and guidance to the Board and Committees.
- Conducting specific activities outwith the Policy, Influence and Evaluation team area as directed by the Chief Executive.

Skills and Knowledge

[Guidance to applicants: when completing your application, you must demonstrate, fully but concisely, how you meet the criteria listed below:]

- **Essential:**
 - Experience of working at a senior account manager or junior account director level or equivalent from an in-house function.
 - Strong communication skills, both verbal and written, together with a courteous, flexible and helpful manner with people at all levels (a short example of written work will be required from those invited for interview).
 - Ability to work on own initiative without supervision, and to work under pressure to meet tight deadlines.
 - Having some knowledge of how policy and legislation are developed and implemented and how to influence these processes.
 - An organized approach to work, with a high level of accuracy and attention to detail.
 - Ability to manage a diverse workload, including prioritising tasks, and delivering work to agreed deadlines.
 - Excellent ability to take the initiative, be creative, and to come up with original ideas.
 - Possess strong IT skills, with a working knowledge of Microsoft Office (Word, Excel, Outlook, and PowerPoint), social media and associated monitoring tools, and a website publishing programme (eg WordPress).
 - Excellent inter-personal skills.
 - Act as a good team member, able to work for more than one member of the Executive Team when required.
 - A respect for the UK Armed Forces and an appreciation of their particular characteristics.

- **Desirable:**
 - Some experience of working as a freelance communications or public affairs officer.
 - An understanding of, and empathy with the work of the Service Charities.
 - Good media contacts in the third sector.

Personal Attributes

- Integrity
- Intellect
- Determination
- Flexibility
- Sound work ethic
- Cultural and inter-personal awareness and sensitivity
- Initiative, subtlety and the ability to work collaboratively

To apply, please email a CV (no more than 2 sides of A4) and a covering letter for the attention of Meri Mayhew to ea@fim-trust.org

The deadline for applications is: 12pm on Monday 8th May 2017. Interviews will be held on 23rd May in London.