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| Job title: Head of Communications **ABF The Soldiers’ Charity** | Responsible for:  National Marketing Manager  Regional Marketing Manager  Digital Comms Manager  Media Officer  VIP Liaison | Reporting to: Chief of Staff |
| Located in:  Victoria, London | Attending:  Senior Management Board  Board of Trustees | Status:  Full time 35 hours per week |
| **Primary Role**  ABF The Soldiers’ Charity is the British Army’s National Charity, supporting soldiers, former soldiers and their immediate families in need, and has been doing so since 1944.  The Head of Communications primary role is to ensure that the work of ABF The Soldiers’ Charity is promoted in a positive, balanced and well informed way, and that its reputation is protected and enhanced amongst its key stakeholders. The Head of Communications is responsible for:   * Taking strategic leadership for all the Charity’s marketing & communications, advising internal and key external stakeholders of the ways in which marketing & communications can help deliver the Charity’s objectives. * Ensuring our positioning as the leading charity for the wider British Army community. * Leading our team of marketing & communications professionals, guiding them in developing their respective programmes and overseeing their professional development. * Championing the Charity’s ‘Digital First’ strategy. * Taking opportunities to influence debate on soldiers’ and veterans’ welfare issues. | | | |
| **Specific Tasks**   * Developing the communications strategy, including a full set of key themes and messages for dissemination via all appropriate channels. * Developing and delivering the annual project-specific communications plan for all major strands of activity. * Ensuring that the Communications Strategy and the Communications Plan keep abreast of developments in the external communications environment. * Maximising understanding of the Charity among the Army and other key stakeholders, reflecting an environment with complex relationships and sensitivities. Developing and sustaining relationships with equivalents in Army, MOD and other Service charities. * Ensuring continued and consistent development and management of the Charity’s brand, through the National Marketing Manager. * With the support of the Media Officer, provide media assistance and briefing material to the Charity’s President, Trustees and Senior Executives in coordination with the Chief of Staff. Ensure that colleagues interacting with the media are briefed with key messages. * Advising on the handling of sensitive issues in an appropriate manner; advise the Chief Executive and Chief of Staff on managing communications in the event of a crisis. * Representing the Charity externally at a senior level, where appropriate, and in coordination with the Chief of Staff. * Working with other Heads of Departments and Regional Directors, developing marketing & communications elements of campaigns and activities, including the annual donor appeal, donor recruitment and other identified fundraising initiatives. * Effectively evaluating campaigns and communicating results internally. | | | |
| **General Responsibilities:**   * Manage the Communications budget effectively and economically. * Provide advice, support and guidance to the Board of Trustees and Senior Management Board (SMB); attend all their meetings. * Member of: Case Materials Working Group, Merchandise Working Group. * Undertake other tasks as directed by the Chief Executive/Chief of Staff. | | | |

**Person Specification**

**Essential experience in:**

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| Developing and implementing marketing & communications/ media/information operations strategies/campaigns. |
| Working with national, broadcast, online, trade and consumer media. Strong media contacts. |
| Managing relationships with marketing and communications agencies, including for specific projects. |
| Understanding of social media and how to harness its effectiveness. |

**Education / Qualification**

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| Educated to degree level or equivalent |

**Characteristics/Skills**

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| A creative, strategic approach and an agile thinker, with a flair for seeking out and exploiting opportunities. |
| A sound work ethic, able to work collaboratively; able to motivate and manage a team of marketing & communications professionals. |
| An enthusiastic ‘ideas’ person, with excellent verbal and written communication skills, able to confidently and clearly convey key messages to a diverse range of audiences. (*Evidence of written work required at interview)* |
| Strong organisational skills. An efficient multi-tasker, able to manage a diverse workload and prioritise tasks under pressure, with a flexible ‘can-do’ approach. |
| An understanding, acceptance and empathy with the principles and values of The Soldiers’ Charity and those in the British Army community and military charities we support. |
| Professional approachable manner with real integrity and first-rate inter-personal awareness and sensitivity. Able to build relationships both internally and externally. |
| Strong IT skills including Microsoft Office, social media and associated monitoring tools. Keen to learn and stay up to date in the ‘Digital First’ environment. |

**Special Job Circumstances**

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| Willingness to work some unsociable hours and at weekends. |
| Be prepared to travel across the UK to Regional Events. |
| **Agreed by:**    **Date:**  **Chief Executive:**  **Date:**  **Published Date:** |