

Job Title: Cobseo Head of Communications

Full Time: 35 hours

Mountbarrow House, Victoria, London SW1W 9RB

Salary: up to £45,000 per annum, commensurate with experience

Background:

Cobseo, The Confederation of Service Charities is a membership organisation representing, promoting and furthering the interests of the Armed Forces Community, maximizing the charitable support to this Community by encouraging and facilitating co-operation and collaboration of organisations working in the Service Charity sector. A Head of Communications is required to support the small Cobseo Executive Team in London. The post is full time.

Central to the role will be: a 'can-do' attitude with a creative approach to problem-solving, an ability to develop close working relationships with peers and stakeholders from within the Confederation, and an instinct for taking every opportunity to develop partnership working.

Job Description

Core Responsibilities

The core responsibilities of the post are to:

- develop Cobseo's communication strategy;
- lead Cobseo's proactive and reactive media work;
- manage Cobseo's media response in a crisis, supporting smaller members where appropriate;
- manage and develop Cobseo's external media channels including its website and social media channels;
- edit and develop Cobseo's internal media channels including a weekly newsletter and jobs bulletin;
- lead the development of a collaborative approach amongst the smaller members of the Confederation;
- support cross sector campaigning and act as a facilitator to develop relationships between members, government and other relevant organisations;
- manage the communications budget.

Primary Duties

In fulfilling the core responsibilities, the primary duties of the role will include:

- **Networking:** utilising networking opportunities to build relationships across the sector;
- **Sharing information:** sharing membership and other relevant news amongst the Cobseo membership via channels including Cobseo's:
 - Newsletter;
 - Twitter channel;
 - Personal LinkedIn channel.
- **Branding:** keeping Cobseo's brand consistently represented across the membership;

- **Supporting the membership:** being on-hand to assist the membership, particularly those smaller organisations, with communications materials (drafting press releases, advice on branding etc) when needed;
- **Answering queries:** problem solving questions from the membership/ members of the public and key stakeholders – suggesting contacts/ solutions and collaborative approaches;
- **Web editing:** ensuring the Cobseo website is as up to date as possible, encouraging cluster administrators to update the membership areas.

Further Duties

Further duties will include:

- **Working together:** ensuring that the membership is working together by drawing attention to similar projects/ fundraising etc. in different areas of the UK;
- **Training:** working with the Cobseo membership to develop training courses (the larger organisations training the smaller organisations) to enhance the Confederation's communications capabilities in all fields;
- **Government:** liaising with Government agencies to ensure the interests of the Confederation are represented;
- **Databases:** working with the Head of Membership to help maintain and augment the Cobseo databases and distribution lists.

Crisis Communications

When required, duties supporting Cobseo's response to a media crisis may include:

- **Initial response:** ensuring that:
 - the Cobseo team is aware and a way forward agreed;
 - the network of Cobseo members is kept informed as appropriate;
 - assistance is offered where appropriate;
- **Support for smaller organisations:** providing support and assisting the management of their communications including drafting supporting statements where appropriate;
- **Support for larger organisations:** providing support where required.

Organisation

The Head of Communications reports to the Director of Operations but also works closely with the Executive Chairman and the head of Membership and Finance.



Cobseo Head of Communications Person Specification

Experience:

Essential:

- At least 5 years' experience of working in a senior campaigning, PR or communications function or role.
- Clear evidence of having collaborated with multiple partners and organisations in bringing together a sector-based or issue-based campaign designed to change attitudes, regulation, legislation or behaviour.
- Able to demonstrate clearly, strong experience of having worked across multiple PR, communication or campaigning projects at any one time on a regular basis.
- Direct experience of writing press releases and handling of media enquiries.
- Has directly managed or coordinated the full promotion, marketing and communications requirements and activities of a high-profile campaign.
- Strong experience of promoting and marketing events and campaigns.
- Has successfully used website/CRM and social media platforms and communications for campaigning or communications purposes.

Desirable:

- CIPR diploma/certificate.
- Use of Word Press for publishing and managing website content.
- Previous work for a campaigning/policy organisation.
- Budgetary responsibility.

Skills and aptitude:

- Strong presentation skills.
- Experience of working with the military or government departments.
- A flare for working in partnership with others, and bringing together disparate elements in support of a single aim.
- Technically proficient in using all campaigning/PR tools and channels.
- Knowledge of most up-to-date campaigning methods.
- Strong copy-writing and editorial skills.
- Technically competent in publishing content online and using a content management system to do so - including text, videos, images, documents etc.
- Strong administrative skills: generally, and in terms of IT literacy in Word, Excel, Outlook and PowerPoint.
- Ability to demonstrate strategic and creative thinking in developing new campaigning and profile raising ideas and initiatives.

General

- Accuracy and attention to detail; analytical.
- Empathy with the Armed Forces Community and Service ethos.
- Excellent interpersonal skills and ability to communicate with people at all levels (internally and externally), adapting style of communication appropriate to the person/team/organisation they are dealing with.



- A self-starter and motivator. Clear managerial direction will be given but it will be up to the post holder to plan their working week, identify their project timelines and stay focused on their on-going goals
- A strong team-work mentality.
- Politically astute.