

RNRMC Job Description

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| Job title | | Responsible to |
| RNA Communications Lead | | Director of Marketing & Communications |
| Location | Contract | Date Reviewed |
| Portsmouth, UK | Permanent – Full Time | January 2024 |

About the Royal Navy & Royal Marines Charity

RNRMC is the Navy’s principal charity which exists to support every sailor, marine and their families, for life. We do this by offering grants to and working with, other organisations to deliver programmes that meet the needs of our beneficiaries. We work hard, engaging with supporters to help raise awareness and funds to deliver the outcomes required for today and tomorrow.

Values

In all your dealings, you will be expected to abide by the values of the charity and act as a role model both internally and externally. The values are:

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| Beneficiary focused | We will use the best evidence available to achieve maximum impact on the lives and morale of those who serve today, or who have ever served, and their families. |
| Integrity | We will act with honesty and transparency in all our activities. |
| Commitment | We will demonstrate the highest ambition and commitment for our cause |
| Inclusiveness | We will recognise and celebrate diversity in the sector |
| Teamwork | We will always behave in a way that strengthens the sector |

Job Summary

The Royal Naval Association (RNA) is the biggest collective group of Royal Naval veterans and serving personnel. The RNA provides those with a link to the Royal Navy access to a life-long community of like-minded and supportive individuals and a community that provides companionship, resilience, comradeship and unity to anyone and everyone with a Naval story, supporting them through life’s highs and lows.

The RNA is supported by the RNRMC with the RNRMC undertaking the delivery of the Association’s Communications, Marketing and Promotions plan and activities. The RNA Communications Lead will support the Director of Marketing and Communications in the delivery of the plan, playing a pivotal and instrumental role in the day-to-day preparation, management, and execution of the RNA’s communications both internally and externally, working closely with both the RNA team and the RNRMC Communications team ensuring seamless integration and timely delivery.

You will be an experienced marketing professional with proven experience of working on a wide range of marketing campaigns and strategies including newsletters, social media, email marketing, digital advertising, content development and media relations. As a skilled communicator you will demonstrate the confidence and ability to liaise with multiple colleagues and stakeholders both internally and externally both verbally and in writing.

The role is mainly office based with 50% of the time based within the RNA Offices. RNRMC has a hybrid working policy which offer 40% home-working opportunities.

Responsibilities and Duties

The key responsibilities of the post are:

Planning and Reporting

- Support the Director of Marketing and Communications to develop and deliver the RNA communications strategy in line with RNA's organisational strategy and priorities, working with the RNA Team to plan and manage the creation of the RNA resources and communications plans.
- Work closely with the other members of RNA team, particularly the Editorial Content Manager, on the development of RNA's communications channels, including print, Digital (Website and social media) and internal communications.
- continue current reporting methods across the charity's communications activities.
- Support with, and where required lead on, the development and delivery of integrated marketing activity to raise awareness of all aspects of RNA's work including specific awareness campaigns around key points in the annual calendar.
- Work closely with the wider RNA and RNRMC's teams to support and contribute to the overall strategic and operational planning and management of both charities, contributing fully to cross-organisational strands of work.

Media relations

- Support with, and manage, the RNA's media relations activities; this includes developing press releases, drafting and placing articles in relevant media.
- Build up a strong network of relevant journalists, and work with them to maximise the reach of the charity.
- Manage the relationship with any external agencies.
- Support the Director of Marketing and Communications in managing crisis communications.

Campaigns

- Work collaboratively with the RNA Digital Communications Manager and Editorial Content Manager to devise, develop, and deliver impactful, creative online and off-line campaigns.
- Lead on the development and management of RNA's supporter, engagement strategy, ensuring a growth in the quality and quantity of our supporters.
- Set KPIs for each campaign, ensuring that each campaign can be monitored, observing best practice and evidence so that we can adapt our approach where necessary to achieve objectives.

General

- Support the Director of Marketing and Communications to increase awareness of the work of the RNA internally and make connections with other charities where relevant.
- Be a brand guardian by ensuring the ongoing development and consistent application of the RNA brand across all channels to improve awareness of their work and understanding of what they do.
- Perform any other duties as may be reasonably requested.
- Manage partnerships with selected agencies as required.

Other

- Assist with engagement activities at events and be an ambassador for both charities.
- Assist in the delivery of traditional Media and Communication activities as required.
- Act as a champion, displaying model behaviours and professionalism in RNRMC and RNA company values.
- Rigorously follow organisational Safeguarding, Risk Management and Health and Safety policy and procedures
- Be a brand ambassador for the Royal Navy and Royal Marines Charity and be able to 'sell' and support the charities to external audiences.
- Support both the RNA and the RNRMC in seeking ways to continuously improve.

Team

- Adopt an 'in it together' team attitude, taking personal responsibility for fostering good working relationships amongst colleagues within the department and across the RNA and RNRMC.
- Be open-minded, positive, productive, be willing to make concessions, call-out any behaviour which is unpleasant or counter-productive within the team and outside it.
- Work in accordance with the RNRMC and RNA ethos and values.
- Support the department in seeking ways to continuously improve.

Self-Development

- Take responsibility for your own professional development, seeking advice from others for career-based matters.
- Support others with their professional development and be proactive in giving feedback to colleagues in relation to the aspects of their work that relate to your areas of responsibility.
- Attend training sessions as and when required to ensure compliance with Health & Safety, Safeguarding, RNRMC Policies and procedures or other training programmes as directed.

This description is not intended to establish a total definition of the job, only an outline of the duties involved. You will be expected to carry out any other duties commensurate with the level of the post and which may reasonably be required by the Charity.

RNRMC may amend an employee's duties and responsibilities from time to time and may require you to undertake other duties and responsibilities as are necessary to meet the needs of the Charity.

| Person Specification | | |
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| | Essential | Desirable |
| Education | | |
| Educated to Degree level standard or equivalent qualifications or experience | √ | |
| Post graduate qualification in Marketing, PR or Journalism (either held or working towards) | | √ |
| Experience | | |
| Experience and understanding of the full range of communications tools and channels | √ | |
| A track record of developing and implementing successful communications strategies and plans | √ | |
| Experience designing and implementing strategies to build brands, drive income and lead generation, supporter acquisition, engagement, and retention | √ | |
| Experience of raising the profile of an organisation using media channels | √ | |
| Budget management experience | √ | |
| Experience of monitoring and evaluating strategies and activities and reporting on them | √ | |
| Experience using social media management tools to schedule content | √ | |
| Experience of editing websites | √ | |
| Knowledge | | |
| Knowledge of the charity of military sector | √ | |
| Knowledge of local and national Government | | √ |
| Skills and Aptitudes | | |
| Understanding and empathy for the Royal Navy, Royal Marines and Charity Sector | √ | |
| Ability to analyse and segment audiences and tailor communications and key messages accordingly | √ | |
| Ability to create and repurpose content for a range of audiences for a mix of purposes, including fundraising, volunteer recruitment, awareness raising, campaigning and emotional support content | √ | |
| Excellent written and verbal communication skills | √ | |
| Demonstrable planning and project management skills | √ | |
| Ability to think creatively and present bold new ideas | √ | |
| Strong administration, time management and prioritising skills | √ | |
| Ability to monitor, advise and mentor on emerging communications trends and best practice | √ | |
| Motivated and target driven self-starter able to manage a diverse workload | √ | |
| Ability to prioritise, manage a busy workload and multitask whilst managing to meet deadlines | √ | |
| Self-motivated with ability to use initiative and make decisions within own area of responsibility | √ | |
| Effective team player who is able to make a positive contribution to the team and the wider charity | √ | |
| Demonstrable and exceptional interpersonal skills and the ability to communicate in a professional manner | √ | |
| Ability to work collaboratively with others and effectively as a team | √ | |
| Demonstrates patience and the ability to remain calm even in a challenging situation | √ | |
| Is flexible and adaptable to the demands of the role | √ | |
| Demonstrates high levels of accuracy and attention to detail | √ | |
| Demonstrates the willingness to travel on occasion | √ | |
| Potential and enthusiasm for increased responsibility as the charity grows | √ | |
| Possess the right to work in the UK | √ | |