

**Post:** **Communications Manager**

**Delegated Authority:** **6**

**Team:** **Fulfilling Lives Islington & Camden**

**Responsible to:** **FLIC Programme Manager/ Head of Communications**

**Responsible for:** **n/a**

### **Job Purpose**

- To develop and manage delivery of the Fulfilling Lives Islington & Camden (FLIC) Communications Strategy in order to raise the profile of FLIC's work and engage key stakeholders to take action to improve services for people experiencing multiple disadvantage.
- To disseminate learning from the project utilising the full communications mix, via engaging and credible key messages that reflect FLIC's ethos and strategy, in order to influence a wide range of partners and relevant stakeholders at both local and national level.
- To develop creative and engaging resources and materials, in print, online and via multimedia, with a strong emphasis on user voice.

### **Key Accountabilities**

1. Develop and manage delivery of the Fulfilling Lives Islington & Camden (FLIC) Communications Strategy, setting and delivering on KPIs and presenting regular updates to the FLIC Strategic Partnership Board.
2. Produce creative and impactful programme materials to reflect the strategic goals and achievements of the programme, taking complex messages and communicating them in a concise, accessible and engaging way that will resonate with stakeholders.
3. Write and edit accurate, fluent and engaging copy for use across a range of communications channels, including website, social media, publications, press releases and newsletters/bulletins.
4. Lead on the organisation, promotion and delivery of key events such as learning events and conferences.
5. Maintain and develop the FLIC website to ensure that content is up to date, that the site conveys the key strategic messages of the project and that a comprehensive suite of learning resources is readily available.

6. Make effective use of social media to support the aims of the FLIC Communications strategy and ensure a pipeline of relevant content.
7. Work with FLIC staff and clients to capture powerful case studies, promote the voices of service users and bring the impact and outcomes of the project to life, while observing a rigorous process of informed consent.
8. Work proactively and reactively with local and national media, building relationships with journalists and seeking opportunities to promote the work of FLIC, in line with SHP's Media policy and protocols; as required, identify appropriate colleagues to represent the project within the media.
9. Keep up to date with the latest project developments and outcomes and also those of the wider national Fulfilling Lives programme, in order to promote them to a full range of strategic partners and stakeholders. This may include engaging and consulting with stakeholders in order to understand their learning needs and the best paths to successfully influencing them, and maintaining a comprehensive list of key partner agencies and stakeholders to ensure that they are included in all appropriate project communications.
10. Work closely with the Programme Manager and management team to identify key communication messages in relation to programme performance and outcomes and disseminate them both internally and externally.
11. Work closely with SHP's Head of Communications and other SHP Communications team members to ensure effective joint working, so that communications are joined up and FLIC learning can be utilised to help position SHP as a leader in the field of complex needs.
12. Work with the Programme Manager and Head of Communications on developing and refining the FLIC Communications strategy, including regular review and evaluation.
13. Attend and contribute to (as required) steering groups on specific Communications work for FLIC and also wider networks via partners and the National Lottery Communities Fund

## **Technical and professional knowledge and experience required for effective performance**

- Educated to degree level or with a specific equivalent relevant professional qualification, or equivalent experience

### **Experience**

- Experience of creating marketing materials and publications encompassing the full marketing and communications mix, including web and social media, events, branding, campaigns, press and publications
- Experience of organising and publicising event
- Experience of working with the media and a track record of achieving impactful media coverage, including experience of media crisis and reputation management
- Proven experience of producing engaging web content and using content management systems
- Experience of working in a Communications role in a non-profit organisation or setting would be desirable ( but not essential)

### **Knowledge and Abilities**

- A strategic thinker, with a proven track record of delivering and managing effective communications plans
- An awareness and empathy with the issues facing people experiencing multiple disadvantage and a passion for challenging stigma and discrimination
- An exceptional writer and editor, able to produce crisp, accurate and engaging copy for a wide range of audiences, and to proof-read to a high standard.
- Strong project management and organisational skills, including experience of working on complex projects and meeting tight deadlines
- Outstanding interpersonal skills, with experience of building and maintaining positive relationships with clients, stakeholders and external agencies.

## **Competencies Required For Effective Performance:**

Competency	What this looks like in practice	Level
<p><b>Analytical Thinking</b></p> <p>(The ability to give proper consideration to problems and to come up with good solutions.)</p>	<p><b>Gathers the required information to solve problems</b></p> <ul style="list-style-type: none"> <li>▪ Steps back from the problem and thinks about what information is required.</li> <li>▪ Collects the information required to solve the problem.</li> <li>▪ Draws upon and learns from previous experiences of self and others.</li> <li>▪ Organises the information in a logical way.</li> </ul>	1
	<p><b>Sifts and analyses information</b></p> <ul style="list-style-type: none"> <li>▪ Processes information quickly and draws accurate conclusions.</li> <li>▪ Breaks down problems into their parts, identifies cause and effect.</li> <li>▪ Makes accurate deductions.</li> <li>▪ Evaluates whether arguments or cases are complete or sound.</li> <li>▪ Challenges incorrect information or discrepancies.</li> <li>▪ Reflects on what they've done and learns from it.</li> </ul>	2
	<p><b>Solves complex and strategic problems</b></p> <ul style="list-style-type: none"> <li>▪ Sees beyond the immediate issue.</li> <li>▪ Considers the wider and strategic implications.</li> <li>▪ Takes into account wider political, social and economic factors.</li> <li>▪ Is able to articulate abstract and complex problems...</li> <li>▪ Carries out analysis of complex information in order to identify the main issues.</li> <li>▪ Considers the whole process or situation from different angles.</li> <li>▪ Proposes new or original solutions.</li> </ul>	3
<p><b>Commitment and Drive</b></p> <p>(The ability to take the initiative and achieve targets and results)</p>	<p><b>Is conscientious and professional</b></p> <ul style="list-style-type: none"> <li>▪ Meet targets and deadlines.</li> <li>▪ Do what they say they are going to do.</li> <li>▪ Prepares properly for meetings and events.</li> <li>▪ Complies with defined policies and procedures.</li> <li>▪ Understands the need to evidence what we do.</li> <li>▪ Completes paperwork and reports in line with standards.</li> </ul>	1
	<p><b>Is proactive and solution focused</b></p> <ul style="list-style-type: none"> <li>▪ Is enthusiastic and positive in what they do.</li> <li>▪ Do things before they need to be told.</li> <li>▪ Find solutions for themselves.</li> <li>▪ Knows when to make decisions and when to seek support from others</li> <li>▪ Is flexible and adapts response according to the situation while working within. SHP policies and procedures.</li> </ul>	2
	<p><b>Goes the extra mile</b></p>	3

	<ul style="list-style-type: none"> <li>▪ Willingly take on extra tasks and/ or responsibilities outside of their current role.</li> <li>▪ Look for and enjoy new challenges and opportunities.</li> <li>▪ Achieve results through their own motivation and drive.</li> <li>▪ Starts and carries through new projects.</li> <li>▪ Consistently achieve high standards for themselves (and others).</li> </ul>	
<p><b>Efficiency and Effectiveness</b></p> <p>(The ability to plan and organise work so that deadlines, targets and standards are met)</p>	<p><b>Organises own work</b></p> <ul style="list-style-type: none"> <li>▪ Thinks ahead about what needs to be done.</li> <li>▪ Sets clear priorities for work.</li> <li>▪ Shows good attention to detail; checks work for accuracy.</li> <li>▪ Keeps files and other paperwork up to date.</li> <li>▪ Knows where to find things.</li> <li>▪ Meets targets and deadlines.</li> </ul>	1
	<p><b>Consistently delivers work on time and to standards</b></p> <ul style="list-style-type: none"> <li>▪ Produces work quickly</li> <li>▪ Meets quality standards.</li> <li>▪ Plans work and projects, sets clear milestones.</li> <li>▪ Monitors progress and takes action where performance deviates from plan.</li> <li>▪ Juggles several tasks and projects at any one time without letting any drop.</li> </ul>	2
<p><b>Teamworking</b></p> <p>(The ability to work cooperatively and supportively with their own team and other teams across SHP)</p>	<p><b>Supports and considers others</b></p> <ul style="list-style-type: none"> <li>▪ Does their fair share.</li> <li>▪ Is flexible and is prepared to help with things which are outside their own role</li> <li>▪ Sees when others are struggling and offers help.</li> <li>▪ Owns their decisions and does not pass the buck.</li> <li>▪ Actively contributes to team meetings.</li> <li>▪ Shares knowledge and ideas with colleagues.</li> <li>▪ Actively supports other teams across SHP.</li> <li>▪ Promotes SHP as an organisation inside and outside the organisation.</li> </ul>	1
	<p><b>Builds team spirit</b></p> <ul style="list-style-type: none"> <li>▪ Acts to promote cooperation in the team.</li> <li>▪ Emphasises the strengths of the team and builds on them.</li> <li>▪ Offers support and coaching when required.</li> <li>▪ Proactively identifies and manages conflict within the team.</li> <li>▪ Takes collective responsibility for team actions and decisions.</li> <li>▪ Represents the team positively to others in SHP.</li> </ul>	2
	<p><b>Promotes teamwork across SHP</b></p> <ul style="list-style-type: none"> <li>▪ Actively encourages teams across SHP to share best practice and new ideas.</li> <li>▪ Ensures that each team understands how they</li> </ul>	3

	<p>contribute to the organisation as a whole.</p> <ul style="list-style-type: none"> <li>▪ Finds out what other departments are doing to see if they can learn from them or to share ideas.</li> <li>▪ Ensures that each service/area promotes SHP as a whole externally and internally.</li> </ul>	
<p><b>Effective communication</b></p> <p>(The ability to communicate with others in a cooperative and sensitive way.)</p>	<p><b>Communicates clearly</b></p> <ul style="list-style-type: none"> <li>▪ Can talk to different types of people effectively.</li> <li>▪ Checks that they have been understood.</li> <li>▪ Speaks to people in a respectful and courteous manner.</li> <li>▪ Respects and takes into account cultural differences.</li> <li>▪ Uses appropriate body language.</li> <li>▪ Writes clearly and concisely.</li> <li>▪ Uses appropriate methods of communication.</li> </ul>	<b>1</b>
	<p><b>Shows warmth and consideration to others</b></p> <ul style="list-style-type: none"> <li>▪ Is open and honest.</li> <li>▪ Makes every effort to put people at their ease.</li> <li>▪ Is a good listener; gives people time.</li> <li>▪ Takes time to tune into what others are really thinking and feeling.</li> <li>▪ Is very aware of their own emotions and feelings and how these impact on others</li> </ul>	<b>2</b>
	<p><b>Influences people inside and outside the organisation</b></p> <ul style="list-style-type: none"> <li>▪ Speaks with enthusiasm and conviction.</li> <li>▪ Networks effectively inside and outside of SHP.</li> <li>▪ Adapts their style and approach to the needs of the audience.</li> <li>▪ Presents information so that others understand and are engaged.</li> <li>▪ Sells the benefits of their proposals to others.</li> <li>▪ Finds win- win results for both parties in a negotiation.</li> </ul>	<b>3</b>
<p><b>Resilience</b></p> <p>(The ability to deal with situations with clients and colleagues with confidence.)</p>	<p><b>Is self aware</b></p> <ul style="list-style-type: none"> <li>▪ Takes time to reflect on actions and behaviours and learn from them.</li> <li>▪ Admits when they make mistakes and learns from them.</li> <li>▪ Has the confidence to review what works and does not work.</li> <li>▪ Is aware of their own strengths and areas for development.</li> <li>▪ Takes responsibility for their own learning.</li> </ul>	<b>1</b>
	<p><b>Is assertive and self confident</b></p> <ul style="list-style-type: none"> <li>▪ Presents self in a confident manner.</li> <li>▪ Raises issues in a constructive way.</li> <li>▪ Able to make clear decisions and act on them.</li> <li>▪ Remains calm and self controlled in challenging situations.</li> <li>▪ Acts decisively and appropriately in a crisis.</li> </ul>	<b>2</b>

<p><b>Putting the Customer First</b></p> <p>(The willingness and ability to deliver the best possible <b>person centred</b> service to our customers - customers may be service users, RSLs, statutory bodies, colleagues in other departments etc.)</p>	<p><b>Builds effective relationships with customers</b></p> <ul style="list-style-type: none"> <li>▪ Makes themselves available for the customer.</li> <li>▪ Treats people with respect and courtesy</li> <li>▪ Explores with customers their specific needs</li> <li>▪ Is very clear with boundaries – the customers and their own.</li> <li>▪ Recognises that SHP exists to provide a service to our customers.</li> </ul>	<b>1</b>
	<p><b>Finds positive solutions to meet customer needs</b></p> <ul style="list-style-type: none"> <li>▪ Actively seeks and offers alternative ways of meeting customers needs</li> <li>▪ Is responsive to customer problems, and works with them to resolve problems promptly.</li> <li>▪ Foresees problems rather than waiting for them to happen</li> <li>▪ Asks for feedback from customers about the service provided, and acts on it.</li> <li>▪ Establishes effective working relationships with other agencies to meet customer needs.</li> <li>▪ Knows when to refer on to other agencies.</li> </ul>	<b>2</b>
	<p><b>Takes actions to improve customer service</b></p> <ul style="list-style-type: none"> <li>▪ Asks for others' ideas about how service can be improved.</li> <li>▪ Looks for ways to make procedures and systems more customer-friendly.</li> <li>▪ Involves customers in continuously improving the service.</li> <li>▪ Collaborates with other agencies and organisations to promote joint working.</li> <li>▪ Ensures that customer feedback affects real change across SHP.</li> </ul>	<b>3</b>
<p><b>Embracing Change and Innovation</b></p> <p>(The willingness and ability to adapt to changing circumstances and come up with new and innovative ideas.)</p>	<p><b>Responds positively to change</b></p> <ul style="list-style-type: none"> <li>▪ Sees the positive aspects of change.</li> <li>▪ Is flexible and adapts easily to new requirements.</li> <li>▪ Is willing to learn and to take on new skills.</li> <li>▪ Offers constructive alternatives if they disagree with a change.</li> </ul>	<b>1</b>
	<p><b>Generates new ideas</b></p> <ul style="list-style-type: none"> <li>▪ Challenges the way that things are done now and proposes a better way.</li> <li>▪ Comes up with creative solutions and ideas.</li> <li>▪ Seeks new ways of working in partnerships.</li> <li>▪ Asks for others ideas on how changes and new ideas can be implemented.</li> <li>▪ Looks for new opportunities for promoting SHP.</li> </ul>	<b>2</b>
	<p><b>Is entrepreneurial</b></p> <ul style="list-style-type: none"> <li>▪ Finds innovative solutions for improving the service.</li> <li>▪ Look for many different ways of creating new business.</li> <li>▪ Seizes opportunities to respond creatively to</li> </ul>	<b>3</b>

	strategic external agendas.	
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