# Job description

**Job title:** Senior Communications Manager

**Responsible to:** Head of Brand Communications

**Accountable to:** Marketing and Communications Director

**Direct reports:** Communications Coordinator

 Communications Assistant

## Our Values

* Fulfilling Lives is our core purpose
* Every one of us makes a difference is the belief that drives us
* Caring, Passionate and Teamwork are the values that underpin everything we do

## Job Summary

As a key member of the marketing leadership team, the Senior Communications Manager is responsible for driving proactive and reactive corporate communications to build and protect Care UK’s reputation and deliver the strategic plan. This will involve managing agency resource to drive a programme of corporate communications and public affairs work, collaboration with the operational marketing team to drive continual improvement in local PR activity and management of key relationships with Care England and the Care Workers Charity. The role will also oversee the internal communications function and will work closely with the Marketing and Communications Director to manage reactive responses to issues of concern across the business.

**Key Responsibilities**

* + Providing leadership, management, coaching and development to a team of two; developing and driving Care UK’s communications strategy.
	+ Deliver a proactive communications programme which includes leadership profiling in trade, specialist and national media, identifying media opportunities and public affairs activity, writing and selling in news releases and articles.
	+ Identify upcoming reputational risks and develop mitigation plans, working with the Head of Brand Communications and Marketing and Communications Director.
	+ Lead and deliver responses to media enquiries, working with clinical, governance and operational colleagues to develop timely and accurate statement and responses whilst building and maintaining strong relationships with trade, specialist sector and national media contacts. Maintain accurate records of contact with and responses to journalists and stakeholders.
	+ Provide communications counsel and expertise to colleagues, including media training support as required.
	+ Ownership of the crisis communications process and protocols and support of operational colleagues.
	+ Responsible for the corporate awards programme, overseeing the Communications Coordinator in ensuring full management of entries, awards attendance, related logistics and subsequent external and internal communications and delivering to budget. Ability to author and direct awards entries.
	+ Develop and deliver correspondence to relatives, residents and colleagues as required.
	+ Chair a weekly news call supporting colleagues in identifying positive stories for internal comms, social channels and website.
	+ Support team development via informal mentoring, coaching and organisation of training sessions, as appropriate.
	+ Build and develop strong relationships with internal and external stakeholders, notably the Executive Team, operational colleagues (Operations Directors, Regional Directors, Home Managers).
	+ Ensure robust communications processes are in place, including out-of-hours and on-call arrangements across the communications team.
	+ As requested, undertake other ad hoc activity as required.

## Health and Safety

As an employee of Care UK, the post holder has a duty under the Health and Safety at Work Act 1974, to:

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the organisation, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.
* To ensure that adequate measures are taken to protect the health and safety of all staff including the maintenance and upkeep of a safe environment.

## Data Protection

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company’s ISO27001 accreditation. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

* This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.
* This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description

## Name of postholder

**Signature**

**Date**

**Person specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** | * High standard of written English.
 | * Relevant degree, CIM, CIPR or a journalism qualification
* A level or equivalent in English
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| **Experience** | * Proven experience in effective management of both proactive and reactive communications for a large and complex organisation
* Track record in a media relations/PR communications/press office or journalism role and to leverage media relationships
* Proven track record in successfully delivering multiple projects simultaneously and working to deadlines
* Proof reading copy written elsewhere
* Proven ability to provide meaningful insight through evaluation and reporting on communications programmes
* Ability to influence and collaborate within a matrix model
* Experience of managing and developing direct reports
 | * Experience / understanding of the health or social care sector
* Experience of successfully writing and submitting entries for external awards
* Experience managing external PR agencies/freelancers
* Experience in aligning internal and external communications messaging in a medium to large sized organisation
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| **Technical Skills** | * An understanding of strategic media relations and how it supports wider marketing objectives
* Strong written and verbal communications skills, translating complex concepts into simple language
* Ability to investigate and understand issues quickly and effectively
* Ability to horizon scan for political and regulatory issues that could impact the sector
* Good understanding of the media landscape at a national and local level
* Sound knowledge of Word, Excel and PowerPoint
 | * Practical experience of writing copy for digital platforms
* Use of Smartsheet and a media monitoring platform such as Cision or Gorkana
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| **Personal Qualities** | * Ability to own the communications issue, work collaboratively with internal and external stakeholders and build relationships on all levels
* Excellent sense of initiative and problem solving
* Sound judgement when dealing with sensitive and confidential materials
* Strong conceptual thinking, verbal reasoning and ability to draft engaging, accurate and grammatically correct copy and to precis longer articles
* Strong organisational skills, ability to work autonomously and prioritise multiple demands to tight deadlines
* Flexible, can-do approach and willing to work as required as part of an out of hours media manager rota
* Ability to work well under pressure
* High personal quality standards and exemplary attention to detail
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