

## JOB DESCRIPTION: COMMUNICATIONS MANAGER

**Blesma – The Limbless Veterans** is the national charity and membership association for limbless serving and ex-service men and women and their dependants.

We help all wounded servicemen and women who have lost limbs, the use of limbs or eyes, to rebuild their lives by providing rehabilitation activities and well-being support.

Blesma campaigns for our veteran's rights and looks after individuals and their families by offering a comprehensive grants and welfare system. Rehabilitation, support, counselling and care are the four principle foundations of our organisation. Together, we can help our men, women and their families face the challenges ahead with renewed confidence and self-belief.

The **Communications Manager** role will play an important part within Blesma and lead a dynamic and growing multi-disciplinary team that delivers market leading communications across various channels. This is a fantastic opportunity for an experienced and ambitious Communications Manager to join an inspiring organisation, contribute to a growing profile, develop a strong team and shape the charity's communications strategy for the future.

Current holder	New Post
Main purpose	To support Blesma's strategic aims and objectives by developing, managing and implementing integrated communications campaigns
Location	Work out of Blesma offices – Frankland Moore House, 185-187 High Road, Chadwell Heath, Romford, RM6 6NA
Responsible to	Operations Director
Salary and Benefits	Up to £38,000 depending on experience and qualifications
Blesma offers a contributory pension scheme – employer's contribution of 5% and a suggested employee's contribution of 5% and a Death in Service insurance benefit equal to one times annual salary.	
Contract	Permanent.
Holidays	25 days per annum, plus statutory holidays.
Equal Opportunities	Blesma is an equal opportunities employer and commitment to this is expected.

Full details of Conditions of Employment are set out in Blesma's Employment Contract, the main features of which are standard for all staff.

We seek to attract and employ the best people from the widest talent pool, as well as those who reflect the diverse nature of our society. Blesma encourages a culture where people can be themselves and be valued for their strengths. With an increasingly agile workforce, we are open to flexible working arrangements where appropriate.

## **JOB SUMMARY**

### **Primary Purpose**

To develop, implement and evaluate Blesma's communications, both internal and external, managing a small team to maximise opportunities to promote Blesma's values and the work we undertake on behalf of our beneficiaries.

This work involves addressing a wide range of internal and external audiences including Members, staff, supporters, existing and potential donors as well as wider stakeholders. The communications manager is responsible for projecting and protecting the Blesma brand together with developing resources and systems to spread the good news of our work.

### **Main Duties**

- Plan, coordinate and deliver the communications plan in line with Blesma's Strategic Plan
- Develop and lead the communications team, assign responsibilities and assess performance against agreed criteria with the Operations Director
- Operate the team and communications needs within agreed budgets
- Build and maintain a solid understanding of the priorities of Blesma and its standards and values
- Support the Senior Management Team to pursue Blesma's goals. This includes advice on creating and implementing communications strategies and campaigns for brand building, media relations, special events, fundraising, volunteer mobilisation, advocacy, crisis management; and the provision of consistent communications messages and materials to support these responsibilities
- Work collaboratively with other Blesma staff to integrate communications into all that we do, producing positive, innovative and impactful communications to enhance Blesma's reputation
- Lead on copy-writing, including for social media platforms, together with Press Releases
- Act as a spokesperson when necessary
- A preparedness to work outside of office hours with regular UK travel, involving some weekend work.
- Any other reasonable duties as directed by the Operations Director or CE

The Main Duties above are issued for the purpose of guidance and may be subject to variation.

### **Your Skills and Experience**

- Over 5 years of significant and varied experience working in communications within a services / business environment – either in-house or agency, or both
- A proven track record of planning, managing and delivering high impact campaigns, and handling challenging and complex and sensitive issues
- Excellent oral, writing, presentation and analytical skills with strong powers of persuasion
- Experience of working with senior staff, presenting campaign /project information and reporting impact
- Highly opportunistic with the ability to take the initiative on his/her own when the situation demands it
- Able to quickly develop a detailed understanding of wide ranging and complex topics
- Self-motivated, with an ability to respond rapidly and professionally in situations where it may not be possible to refer or seek guidance from senior staff. Someone who can take ownership of a plan and deliver it seamlessly
- Proven ability to manage own time, prioritise and manage a heavy workload
- Demonstrate a high level of awareness of personal impact and modify behaviour accordingly, listen and respond constructively to the realities and needs of others by using a range of communication skills and strategies

This job description covers the main tasks expected to be involved in undertaking the job and the main characteristics and qualities required of the jobholder. It is not meant to be all embracing and other tasks may be assigned to the jobholder as necessary and/or operational needs dictate.

## PERSON SPECIFICATION

	Essential	Desirable
<b>Background</b>		
Educated to degree level or equivalent	•	
A “digital native”	•	
Full UK Driving Licence		•
IT skills with knowledge of Word, Excel, Outlook and Social Media platforms	•	
PR / communications related professional qualification		•
An understanding of the national news and social environment and changing trends in the voluntary sector	•	
<b>Experience</b>		
Experience of working in a PR or Communications role	•	
Experience of leading a small team		•
Experience of working with senior management to develop campaign and project information	•	
Experience of proactive and reactive media relations	•	
Significant experience of how media channels operate and how to gain PR coverage	•	
Experience of using databases such as Meltwater or Vuelio	•	
Proven ability to manage own time and workload	•	
Impressive writing, communication and presentational skills	•	
Experience of undertaking research to identify new opportunities, as well as forging and maintaining successful stakeholder relationships	•	
Budget setting and other Finance related experience, including use of spreadsheets		•
<b>Traits</b>		
A passion for Blesma’s cause and work	•	
A desire to grow and develop your skills	•	
A leader and team player with a confident manner; a professional, flexible, positive person	•	
Tenacity, drive, determination	•	
Excellent social skills and cultural understanding	•	
Close attention to detail	•	