

# It starts with community

The National Lottery Fund  
Role Profile



## Communications Officer

**Directorate:** Funding, Strategy, Communication & Impact

**Department:** Communications

**Role/Competency level:** Level 2

**Reports to:** Media Manager/Content Manager/Social Media Manager



# Role Profile: Communications Officer

## Role purpose

Our communications celebrate and promote the power of communities to strengthen society and improve lives, bringing to life the story of National Lottery funding. In doing so, we increase the Fund's impact and boost engagement with its core missions. And we strengthen the Fund's position and influence with decision-makers, policymakers and partners.

As a Communications Officer, you will work across our media, content and social activity. You will create engaging materials, deliver media activity and manage content for a variety of owned and earned channels that bring the impact of our funding to life. Your aim is to make our communications land well with target audiences while supporting the Fund's UK-wide missions.

You will ensure our communications reflect our communities and missions, including developing deep understanding of the political and media landscapes across the UK. As our strategy develops, your remit will expand to focus on the Fund's four missions. You will build relationships with relevant journalists and community organizations, gathering stories that show how the Fund strengthens society, developing engaging and accessible content that reaches our key audiences through a variety of channels and supports our objective to prioritise those experiencing poverty, disadvantage and discrimination. You will support with the management of our social footprint and developing content for our website.

You will manage a busy workload on multiple projects. A strong team player, you will take a flexible, collaborative approach with a wide range of people.



# Role Profile Communications Officer

## Key responsibilities

- Support proactive communications campaigns from story identification to coverage, initially for assigned portfolio priorities and in due course related to mission strategies, working with strategic communications leads, other communications colleagues and and portfolio teams
- Create engaging content and plans to showcase community impact, including media releases, web and social media content and other corporate communications materials.
- Alongside Media and Communications Managers, build and maintain relationships with national, regional and specialist media. Monitor media coverage and social media conversations about the Fund and our funding
- Support the Social Media Manager in managing the Fund's social channels as appropriate
- Support the Content Manager in ensuring that web and other digital content is kept updated and meets the needs of all audiences, including accessibility standards.
- Help develop case studies and stories that demonstrate the impact of our missions
- Provide support as required on the department's communication activities, including events management and media engagement, including participating in the out of hours on call rota.
- Contribute to rapid response communications during reputational issues



# Role Profile: Communications Officer

## Knowledge, skills and experience

- Strong communications skills, both written and oral
- Background in integrated communications activity, using a variety of channels
- Ability to work with a wide range of stakeholders and to develop strong relationships
- Project management skills; confident working in a matrixed organisation with competing deadlines
- Evidence of interest and experience in one of the Fund's four corporate missions
- A good understanding of public policy and the policy context in which the Fund operates, relevant to your nation
- If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required



# Role Profile: Communications Officer

## Role competencies: Level 2

- **Strategic direction**  
Understands strategic priorities and seeks to align own actions with team, directorate, and organisational goals.
- **Leading our culture**  
Contributes to an inclusive working environment where all opinions and challenges are listened to, and all individual needs including own wellbeing are considered.
- **Working together**  
Considers team as well as individual success and adjusts working style and practices to achieve results.
- **Delivering quality results**  
Knows what is expected and regularly checks performance against objectives, making suggestions for improvement or taking corrective action where necessary.
- **Diligence and control**  
Follows relevant policies, procedures and regulations and acts to prevent problems by identifying and reporting issues and contributing to solutions.
- **Developing self and other**  
Takes responsibility for own development, completing and maintaining a Personal Development Plan. Seeks learning opportunities and feedback.

## Our Values



### We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



### We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



### We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



### We are adaptable

We welcome and embrace new ideas and ways of working.



### We are compassionate

We work with care consideration and humility.