

It starts with community

The National Lottery Fund
Role Profile



Strategic Communications Lead

Directorate:	Funding, Strategy, Communication & Impact
Department:	Communications
Role/Competency level:	Level 4
Reports to:	Head of Communications Strategy, with a dotted line to the Country Director



Role Profile: Strategic Communications Lead

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.

Strategic Communications Leads are the vital bridge between the Fund's grant makers and communicators. This is a strategic leadership role, delivered in a matrix manner working with Country/Portfolio, media, marketing and external affairs colleagues to solve problems and generate successful communications and engagement campaigns. Your relationship with the portfolio director in the country you support will be vital to your success.

As an experienced strategic communications operator and advisor, you will provide leadership on communications and external affairs with a One Fund mindset, including reputational risk, for two areas of responsibility, creating powerful alignment between them:

- [your country] plus one of our four missions (Environment, bringing communities together, healthier communities and children and young people)

You will provide strategic advice and support to portfolio and mission leaders, collaborating with leadership teams to use communications to reach joint objectives, and you will bring local perspectives to bear on our mission campaigns.

Your deep understanding of the devolved context and stakeholder landscape will build the Fund's influence with regional decision-makers and opinion formers while advancing UK-wide objectives. This will require you to take an outward-facing role, as an ambassador for the Fund's work with a strong network in your region and mission.

Our teams are based across the UK, so you will be required to travel regularly to attend meetings and spend time with Fund colleagues.



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Key responsibilities

- Responsible for strategic leadership of communications activity in support of communications and stakeholder engagement at at portfolio level (England, Wales, N. Ireland and Scotland), across missions and the UK.
- As a member of the senior leadership team in your country, work with colleagues to ensure communications is fully integrated in Country business planning and portfolio development.
- Have oversight for ongoing Country communications, also encompassing public affairs, media and social media
- Develop and implement communications plans, leading a matrix team to support Country priorities and campaigns
- Work closely with the Head of Media to ensure rapid response to emerging issues, including participating in the out of hours on call rota
- Ensuring consistent and effective management of the multiple communications touchpoints in the Fund's customer journey cycle
- Senior regional point of contact for reputational risk, senior counsel to SMT and regional / local strategy matters
- Management of communications manager



Role Profile: Strategic Communications Lead

Knowledge, skills and experience

- Extensive experience in leading communications and engagement, planning and executing media, marketing and external affairs to build brand recognition and drive behavioural change.
- Extensive existing professional network in [England, Wales, NI, Scotland] in Voluntary, Community and Social Enterprises (VCSE) sector, with a sound understanding of public affairs, policies and practices related to VCSE within devolved governments
- Demonstrable experience in building, leading and supporting high performing teams, working in a matrix-management setting: including effective scoping of work, setting of clear responsibilities and driving team culture and professional development
- You will be comfortable working with and able to influence people from within the directorate but also with external partners
- Experience of strategic communications counsel and advising senior leaders and stakeholders, particularly in times of reputational risk and crisis management
- Project management skills; confident working in a matrixed organisation with competing deadlines
- Background in successfully leading and managing teams (UK-wide), with a focus on building culture and professional development
- Advanced analytical and problem-solving skills
- If the role is based in Wales, the ability to speak Welsh, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.



Role Profile: Strategic Communications Lead

Role competencies: Level 4

- **Strategic direction**
Leads the implementation of strategy, creating high engagement and performance.
- **Leading our culture**
Generates a supportive work environment that is actively sensitive to colleague well-being.
- **Working together**
Enables teams to implement strategy and support a collaborative and inclusive working environment.
- **Delivering quality results**
Leads teams to achieve Key Performance Indicators (KPI) and ensure delivery of Corporate and Directorate Plans.
- **Diligence and control**
Performs duties in line with set expectations and policy and/or regulatory considerations.
- **Developing self and other**
Recognises and harnesses creativity and innovation to improve services and supports development of self and others.

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.