

The National Lottery Community Fund has flexible roles that enable our people to give their best, broaden their skills and manage their career path. This job profile isn't intended to be an exhaustive list of your duties, rather it gives you an outline of what your role will involve. It will be for you to work with your colleagues to develop and shape your work in line with our strategic objectives and the objectives of your team.

Chief Communications Officer

Our leaders

As a leader at the Fund, whatever your specialism, you will be accountable for and lead a team and/or area of work, playing a pivotal role in delivering our most complex work to deliver our strategic objectives.

You will drive a high-performance culture, and your ability to coach, inspire and empower people will be second to none. You will encourage and engage, nurturing team development and people's career paths. Your project management skills and your ability to critically analyse information will be equally strong, along with your ability to build and nurture relationships with stakeholders and understand their needs. You will be creative and innovative in your approach and encourage others to work in this way. By drawing on previous learning and experience inside and outside the Fund you will enable continuous improvement and better ways of working. You will be politically astute, and have the ability to understand and interpret the external & internal environments, local context, and the impact on our business activities.

Your role

An effective communications strategy is a critical component of our ability to deliver the ambitions in our strategy, It Starts with Community. You will be responsible for the delivery of that strategy and for the strategic leadership of the Funds communications and engagement teams. You will lead our branding/content/digital and strategic communications function and the Fund's external engagement strategy. As well as effective senior stakeholder engagement, you will ensure we have the right communications and engagement plans in place to support the delivery of our strategy, improving our ability to access communities who find it hardest to engage with us and ensure our engagement plans reflect the diversity of the communities we work with and the influence that we seek to have.

As an inspirational leader, you will provide professional communications leadership across all communications functions/roles in the Fund and continue the implementation of a functional delivery model for communications and engagement work across the Fund. This will ensure that we have the appropriate support in place for all of our country portfolios but also that we have the appropriate cross Fund strategy in place to maximise the impact of our communication at various levels - from Chair and CEO through to local engagement.

As head of profession, you act as a convenor putting in place the right networks and support for communications colleagues across the Fund to develop and thrive in their professional skills.

You'll be a credible and trusted advisor to the CEO and other senior stakeholders.

Of course, you'll also need to work within the Fund's policies and procedures and the necessary legislation, and in a way that is in line with our vision and principles.

Your experience

As a Leader, you may have been promoted through our internal career paths having demonstrated your skills and leadership abilities or alternatively may come from an external field.

You will be an experienced communications professional, and will have developed an agile, modern communications/engagement team that uses insight and evaluation to drive strategy and delivery. You should have experience of working across communications specialisms, bringing together teams with diverse responsibilities under one strategic approach, recognising the tensions and opportunities of working across an organisation that delivers in all 4 countries of the UK. You will have a deep understanding of strategic communications, reputation management, stakeholder management and innovative engagement approaches. You will have a deep understanding of how to target and influence different audiences, to improve the diversity of communities who see us as for them.

As a visible leader, you will be able to motivate and develop your teams to create a high performing function.

You'll need to demonstrate your experience and qualifications in these areas:

Essential:

- Developing and delivering innovative communications and stakeholder strategies and approaches that target and reach communities
- Advising CEO, Board and senior stakeholders
- Targeted segmentation of communities to increase our reach into communities most affected by poverty, disadvantage and discrimination.
- Significant experience of leading a specialist communications and engagement function, including implementing change
- Working with a range of stakeholders including government and media to ensure that where we choose to influence we are effective
- Developing relationships across and outside organisations to ensure that our comms and engagement functions are improving and furthering the delivery of our core work
- Experience of how to structure and shape a central function for an organisation, including where there are professional roles dispersed across directorates
- Strong leadership skills, including change management and experience of leading organisational change
- Experience of ensuring that comms/engagement function directly supports the organisations operational delivery

- High level of influencing skills
- Understanding of the political policy environment we operate in

Desirable:

Evidence of leading and delivering a significant project

Appropriate professional communications qualification

You will be able to

LEADERSHIP & MANAGEMENT

- Enable people to connect the Fund's strategy to the local context to support high levels of performance and delivery
- Lead confidently using an adaptive leadership style that embodies the Fund's vision and principles
- Recognise and enable people's strengths and talents, adopting a tailored approach to the development of individuals
- Create a culture and environment that encourages high levels of engagement and empowers others to lead

BUILDING GREAT RELATIONSHIPS

- Act as an ambassador and collaborator across the Fund and with customers and external stakeholders
- Communicate intuitively, able to engage with and influence a diverse range of audiences
- Use skilful questioning and listening to gain customer and stakeholder insight that informs decision making

PERSONAL RESPONSIBILITY

- Demonstrate self-awareness, emotional intelligence and a willingness to learn and adapt
- Be resilient, confident, cope with changing demands and support others to do this
- Be proactive, willingly accountable and engaged for delivery across a business area and the Fund

DELIVERY

- Generously share learning, insight, skills, and resource across the organisation
- Be digitally enabled and data driven
- Use critical thinking to gather, assess, and utilise information, insight and intelligence that informs decision making
- Horizon scan, using excellent judgement to manage strategic and emerging risks
- Ensure appropriate levels of governance are applied across all of our work

Our mindset

- I am passionate about the potential of making excellent grants
- I am committed to effective networking across and beyond the Fund
- I value the diversity and aspirations of communities and colleagues recognising the need to provide equality of opportunity
- I am curious and actively seek new ways of doing things
- I will listen, learn, provide and encourage feedback and challenge
- I am responsible and accountable for the work that I do
- I work flexibly and collaboratively to meet the needs of others
- I apply knowledge and experience to share my learning
- I want to make the Fund a great place to work

Your job family is	Operational Delivery	Your directorate is	FSCI
Your mode of working is		Your role template is	Leader