

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.

Communications and Engagement Manager

Our managers

As a manager at the Fund, whatever your specialism, you will proactively lead and manage either a team of people or an area of work, or both. You'll be accountable for high levels of performance, setting the standard for others to follow, putting our customers first and supporting our shared mind-set to achieve our strategic objectives.

Your people management skills will be brought to the fore and your ability to nurture, coach, inspire and empower people will be strong, supporting a constructive and positive working environment. Your project management skills will be equally solid, with an ability to delegate when necessary, and your decision-making will be informed by robust analysis and critical assessment. Through effective stakeholder engagement and management, you will deliver excellent customer service and use feedback to improve what we do whilst also drawing on your own learning and experience.

Your role

In this particular role, you will be responsible for protecting and enhancing the reputation of the Fund, ensuring the successful communication of the Fund's work.

You'll develop and deliver integrated communications campaigns in line with corporate Fund-wide priorities. You will work across the organisation to understand and plan for communication priorities derived from the Fund's needs and priorities, implement corporate priorities at a local level and ensure that local priorities are reflected in plans and joined up to strategic communication activity.

You will work closely with colleagues across the team to deliver successful, targeted and strategic communications activity. You will take an integrated approach to activities, which maintains and develops a strong presence through digital and social channels.

To ensure that the Fund speaks with one clear and consistent voice you will work across the Fund to support planning of the Fund's communications. You'll ensure communications are informed by the complex policy environment in which the Fund operates, providing expert guidance on risks and opportunities including protecting the reputation of the organisation. In addition, you will support crisis communications development and managing cross channel strategy.

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. 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.

Your experience

As a manager, you may have been promoted through our internal career paths having demonstrated your skills and leadership abilities or alternatively you may come from an external field. Either way, you'll need to demonstrate your experience and qualifications in these areas:

- Highly developed skills in writing, editorial and communicating
- A strong understanding of public policy and the policy context in which the Fund operates, with demonstrable experience of interpreting complex policy ideas and objectives into effective communications activity with clear and concise messages
- Strategic communications thinking and experience, with the ability to set strategies based on audience analysis and understanding of communication and engagement channels
- The ability to shape communication activities around influencing objectives and target audiences
- Experience of using digital and social channels to engage audiences
- Developed planning and resource management skills
- An ambitious and proactive approach to communications planning which supports storytelling and influence
- The ability to engage in horizon scanning in relation to the context in which we operate and understanding of policy imperatives - with a strong and considered response in terms of communications approaches that strengthen our position and that of grant-holders
- Strong communications issues management skills, e.g. handling sensitive issues with media/ other external stakeholder audiences

You will be able to

LEADERSHIP & MANAGEMENT

- Engage with colleagues and stakeholders to generate commitment to goals and ensure delivery
- Be a flexible and confident manager who role models the Fund's vision and principles every day
- Identify individual and team strengths, addressing development requirements to deliver objectives
- Develop a positive working environment that supports others to be engaged and feel empowered to succeed

BUILDING GREAT RELATIONSHIPS

- Build positive relationships and networks inside and outside the Fund to support delivery of objectives
- Demonstrate advanced communication skills including networking, negotiating, and presenting to a range of audiences

- Question and listen to understand customer and stakeholder needs, identifying common themes which support your decisions and actions

PERSONAL RESPONSIBILITY

- Prioritise and role model continuous learning and self-development, seeking out feedback to improve own and team performance
- Remain confident and calm under pressure, and have a positive influence on others during times of change
- Actively seek out work and challenge and drive the delivery of own and team objectives, supporting and encouraging others to do the same

DELIVERY

- Readily share learning, insight, skills and resources to support business activities
- Use technology to create a better service for customers and stakeholders
- Gather, analyse and interpret data and information to inform decisions about your own work and the work of the team
- Understand and interpret the internal and external context when managing and planning business activities
- Monitor governance arrangements, providing solutions to risks and issues and ensuring lessons are learned for future 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	Northern Ireland/ Scotland/Wales
Your mode of working is	Office based	Your role template is	Manager