

# It starts with community

The National Lottery Fund  
Role Profile



## Communications Manager

<b>Directorate:</b>	Funding, Strategy, Communication & Impact
<b>Department:</b>	Communications
<b>Role/Competency level:</b>	Level 3
<b>Reports to:</b>	Strategic Communications Lead



# Role Profile: Communications Manager

## 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 Communications Manager, you will deliver integrated communications that bring our missions to life for diverse audiences across the UK. Working with Strategic Communications Leads and with other teams across communications and the Fund, you will be responsible for translating one of our portfolio and mission priorities into coherent and integrated targeted campaigns and content.

Your expertise in developing narratives and messaging, planning, storytelling and audience engagement will help position the Fund as a champion of community action, drive engagement with our funding, strengthen relationships with key stakeholders, and demonstrate how communities create lasting social change.

You will be the responsible for communications around two areas of focus, creating powerful alignment between them:

- [your country]
- [one of our four missions]

You will work within multi-disciplinary teams to deliver integrated communications, contributing specialist skills in areas such as digital engagement, campaign planning or stakeholder relations. By gathering evidence of what works, you will help build communications capability across the Fund and share best practice with colleagues.

The ability to build effective relationships at all levels and in all parts of the Fund will be an important factor for the successful applicant. Our teams are based across the UK, so you will be required to travel regularly to attend meetings and spend time with Fund colleagues.



# Role Profile: Communications Manager

## Key responsibilities

- Develop deep insight into at least one portfolio and mission, to enable you to implement effective communications plans for your mission and portfolio, aligned to the corporate plan, and the Fund's customer journey, including supporting Strategic Communications Leads to build and manage matrix teams.
- Provide communications support to portfolio and mission leads, including creating messaging, narrative and content, social and brand assets, working closely with colleagues in the wider team to deliver effective and impactful communications activities.
- Build relationships with journalist and lead on devolved media relations activities in your Country, working closely with colleagues in the media team to deliver integrated activities, monitoring media and advising on opportunities and risks. Ensure rapid response to emerging issues with processes and protocol on lines to take and spokespeople, including participating in the out of hours on call rota.
- Liaise with colleagues in funding teams to identify opportunities for storytelling, working with the content manager to bring these to life.
- Liaise with internal communications colleagues to ensure external communications generate engagement within the Fund
- Project manage and deliver corporate communications assets, including the annual report and corporate strategy updates.



# Role Profile: Communications Manager

## Knowledge, skills and experience

- Track record in planning and delivering integrated communications campaigns, with experience managing matrix teams
- Excellent content and copywriting skills, used to producing assets to tight deadlines. Able to adapt tone and style for different audiences and channels
- Experience in complex institutions, involving colleagues and stakeholders up to leadership level
- A sound understanding of devolution and the impact that has on communications and public affairs requirements.
- Project management skills; confident working in a matrixed organisation with competing deadlines
- Experience of strategic communications counsel and advising senior leaders and stakeholders, particularly in times of reputational risk and crisis management
- Evidence of continuing professional development. Desirable: Relevant qualification
- Desirable: Experience in the voluntary, community and social enterprise sector
- If the role is based in Wales, an ability to speak Welsh, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.



# Role Profile: Communications Manager

## Role competencies: Level 3

- **Strategic direction**  
Understands and communicates how own work and work of the team, supports wider objectives and meets the diverse needs of stakeholders. Aligns own actions with directorate and organisational goals.
- **Leading our culture**  
Recognises and values individual contributions and puts in place support for well-being of individuals within the team, including consideration of own needs.
- **Working together**  
Designs team processes to remove silos and nurture a culture of mutual support, driving higher performance across interconnected teams. Adjusts personal work styles and practices accordingly.
- **Delivering quality results**  
Clearly communicates desired results and ensures individuals are supported and feel motivated to achieve what is expected.
- **Diligence and control**  
Manages teams and own duties in line with set expectations and policy and/or regulatory considerations. Ensures corrective action is taken where necessary.
- **Developing self and other**  
Takes time for own personal and professional development as well as supporting development needs of team members. Ensures self and team members have a Personal Development Plan to help achieve goals.

## 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.