

# It starts with community

The National Lottery Fund  
Role Profile



## Planning and Integration Manager

**Directorate:** Communications, Impact and Influence

**Department:** Communications and Engagement

**Role/Competency level:** Level 3

**Reports to:** Head of Communications Strategy



# Role Profile: Planning and Integration 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 Planning & Integration Manager, your expertise in communications and campaign planning will help teams work efficiently together, with clear milestones and measurable outcomes. You will establish integrated objectives and metrics across media, marketing, digital and external affairs, ensuring our campaigns are based on evidence and focused on outcomes.

By evaluating what works and sharing good practice, you will build the Fund's capability in strategic communications. You will create detailed delivery frameworks for the Fund's communications campaigns and projects. You will develop robust plans that use our resources effectively by analysing team capacity, mapping dependencies, and understanding operational constraints. Your expertise in strategic planning will help colleagues sequence activity for maximum impact and make better use of our channels.

As the first point of access into the communications team, you will act as the operational linchpin between strategy and delivery teams. You will develop and support a new way of planning, building integrated campaign plans that specify exactly what each function needs to deliver and when... from social media content to media relations, from marketing assets to stakeholder engagement.

Working closely with the communications leadership team, you will coordinate resources, manage dependencies, and maintain quality standards across all campaign elements. This orchestration role is crucial in transforming our strategic ambitions into coordinated, measurable activity.



# Role Profile: Planning and Integration Manager

## Key responsibilities

- Design and maintain the Fund's communications delivery framework, setting clear standards for how communications activity is planned and resourced
- Lead operational and capacity planning across the Communications function, working with team heads to optimize resource use
- Support the creation of detailed implementation plans for campaigns, coordinating input, milestones and deliverables across all communications functions
- Act as the central point of contact/traffic manager between Communications teams and the rest of the Fund, managing incoming requests and allocating resources effectively
- Establish, monitor and evaluate integrated objectives and metrics across media, marketing, digital and external affairs, ensuring our campaigns are based on evidence and focused on outcomes.
- Monitor and refine progress, ensuring alignment, consistency and a culture of continuous improvement across communication activities.
- Develop project dashboards and reporting tools that track delivery progress and highlight risks or dependencies to drive project decisions and provide business insights
- Manage communications planning meetings and governance processes, documenting decisions and actions for new initiatives and existing programmes
- Line management of two communications assistants



# Role Profile: Planning and Integration Manager

## Knowledge, skills and experience

- Strong track record in planning and delivering integrated communications activities in a complex organization to deliver against organisational KPIs. Desirable: relevant project management qualification
- Experience in operational planning and resource management across multiple teams, with proven ability to build and maintain effective planning frameworks and processes
- Success in stakeholder management and matrix working
- Experience using data and analytics to improve operational effectiveness
- Experience in people management and development
- Desirable: Background in communications or marketing agency planning
- Desirable: Understanding of the voluntary, community and social enterprise sector
- 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: Planning and Integration 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



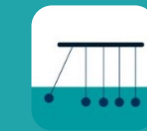
### We are inclusive

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.