

JOB PROFILE: HEAD OF COMMUNICATIONS

Role:	Head of Communications	Date profile last reviewed:	September 2024
Name:		Reports to:	Associate Director of Grants, Services & Programmes

MAIN SUMMARY OF ROLE:

A unique opportunity for an experienced communications professional to lead a high-performing multifaceted team to promote and elevate the visibility, awareness and reputation of the RAF Benevolent Fund. You will be a strategic and agile thinker, someone who understands the need to be able to quickly pivot communications as organisational needs require. You will be responsible for developing and delivering the annual communications plan to drive high quality, effective and engaging communications for the charity. Collaborating with colleagues, partners and the RAF Family, you'll play a key role in driving and embedding our aims, priorities and our values in all communications.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Develop, manage and deliver external and internal communications for the Fund.
- Lead, support and inspire the communications team to deliver high-quality content in line with the Fund's key aims and priorities, ensuring all materials are high performing and underpin the brand.
- Lead and develop the creative support function across the Fund.
- Understand the relationship between communication performance, beneficiary support and income stream development for the Fund.
- As the Fund's brand guardian, actively manage and steward the usage and development of the brand to ensure consistency across the organisation and external partner usage.
- Manage and build the Fund's brand and reputation to strengthen their position as 'the go-to RAF charity'.
- Provide support to the Fund's Executive Leadership Team in all matters relating to reputation and crisis management and co-ordinate the Funds response to potentially adverse publicity, ensuring key statements and procedures are in place and reviewed regularly.
- Lead the development, management and continued improvement of emerging and existing communications, communication channels and activities.
- Represent the Fund at external events and act as a spokesperson as and when appropriate.
- Manage the Communications budget effectively, including monthly updating and reporting.
- Manage the risk register for communications.
- Identify training and development needs in the team and across the wider organisation and ensure relevant training and support is provided.
- Work flexibly as may be required to carry out other reasonable duties as required.

COMPETENCIES REQUIRED FOR THE ROLE

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Delivering results and exceeding client expectations • Formulating Strategies and Concepts • Planning and organising • Relating and networking • Presenting and communicating information • Writing and reporting • Creating and innovating 	<ul style="list-style-type: none"> • Relating and networking • Learning and researching • Adapting and responding to change • Coping with pressure and setbacks • Achieving personal work goals and objectives

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

- | ESSENTIAL | DESIRABLE |
|---|---|
| <ul style="list-style-type: none"> Educated to degree level or equivalent. | <ul style="list-style-type: none"> Professional qualification in Public Relations or a related discipline and/or significant relevant professional experience. |

Knowledge/ Experience:

- | ESSENTIAL | DESIRABLE |
|--|---|
| <ul style="list-style-type: none"> 5 years relevant experience in communications or PR. Experience of leading a communications team and delivering successful marketing strategies on time and on budget. Experience of brand management, with a proven track record of executing a clear brand strategy. Experience of establishing and managing procedures for crisis management and a proven track record of effective crisis management. Knowledge and experience of all digital marketing aspects including digital performance and analytics. | <ul style="list-style-type: none"> Knowledge/interest in the RAF, defence, and/or military history. Events management experience. Experience of working with high-profile partners and supporters. |

Skills/Abilities:

- | ESSENTIAL | DESIRABLE |
|--|--|
| <ul style="list-style-type: none"> Strong interpersonal skills: proactive, positive and creative attitude to problem solving and the ability to manage internal and external stakeholder relationships. Demonstrable success in securing high profile media coverage as part of integrated campaigns as well as standalone activity. Strong written and verbal communications skills. | <ul style="list-style-type: none"> Media trained. A sound understanding of data protection, consent management, intellectual property considerations etc. in relation to media and marketing activity. Excellent copy writing and editing skills. |

Other Requirements:

- Ability to work outside of office hours and country-wide travel.
- To carry out any other duties that is within the scope of the job as requested by the Director of Welfare and Communication.

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: 19.09.2024