

Role Profile - Head of PR and Communications

Accountable to: Executive Director - Transformation and Business Improvement

Accountable for: Staffing circa 1. Budget circa £250k.

Overall purpose of the role:

1. To be an effective colleague within the strategic leadership team (SLT), making a significant contribution to the business by supporting the Executive Team and delivering operational strategies, corporate priorities and living the business values; and
2. To lead day to day Public Relations (PR) and Communications services, including, but not necessarily limited to, internal communications, resident communications, board and stake holder communications, public relations and media relationships, corporate events and the Group's web site.

Corporate responsibilities:

1. Work with Executive colleagues and other senior leaders so that the business is seen by colleagues as a fair, caring, trusting, respectful and open organisation which values its people and retains and attracts the best talent;
2. Passionately drive the delivery of the Group's equality and diversity plans, ensuring that they are effectively integrated into all aspects of corporate life;
3. Play an active role in shaping the Group's culture into one which encourages accountability, flexibility and rewards people for delivering the corporate priorities and outcomes; and
4. Contribute fully to the SLT and the wider leadership of the business, playing an active and visible role in the overall success of the business.

Service responsibilities:

1. Effectively lead and engage colleagues within the PR & Communications team so they play an active role in the success of the business and live the values, focusing on delivering a positive experience to those they serve;
2. Provide leadership and advice across the business for all areas of the PR & Communications strategy delegated to you;
3. Lead the preparation of the Group's corporate communications, including its media briefing, marketing and promotional material, staff newsletters, updates and the publication of corporate documents;
4. Develop a toolkit and guidelines for usage of the Group's brand and act as brand custodian; including the development and implementation of training and development initiatives aimed at improving communications
5. Advise the Executive team of opportunities for improving PR and Communications and make recommendations on the development of policy and strategy objectives;
6. Lead development of key strategies and policies for all aspects of work carried out in relation to PR and Communications to ensure compliance with

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customer requirements, legislation, good practice and regulatory requirements;

7. Identify and build relationships with key media contacts and other appropriate agencies, ensure that they are well briefed in order to promote the Group and its work on a regular basis.
8. Ensure that the PR and Communications services are customer focussed, aligned to the requirements of the business and equip colleagues with the skills to be successful and productive;
9. Provide clear and compelling evidence that your services deliver value to the business;
10. Build and maintain effective and productive working relationships with colleagues across the business and key stakeholders outside of the business in order to develop a successful reputation and brand for the Group.
11. Ensure that any risks to the Group's reputation and/or brand are effectively reduced and mitigated through comprehensive and proactive processes to manage and limit any damage.

Person Specification:

Qualifications

- Relevant professional qualification which evidences the appropriate calibre for a senior leadership post.
- Educated to degree level or equivalent through relevant training/experience.

Experience

- Evidence of successfully managing PR and Communications at a senior and strategic level.
- Experience of leading and managing change and creating a culture of continuous improvement.
- Detailed understanding and implementation of design specifications, commissioning design and print.
- Extensive experience and knowledge at a senior level of the role and purpose of communications and public relations, the role of branding and brand management techniques, core public relations theories and practice and the ability to translate them into effective promotions for the company.
- Evidence of being a team player who can support and promote corporate objectives.
- Experience of interpreting highly complex information to provide practical solutions and strategic direction.
- Experience of leading and managing complex change projects and creating a culture of continuous improvement.
- Evidence of preparing complex written information and presenting information verbally for a variety of purposes and audiences.
- Evidence of working at a senior level, contributing to the work of the Executive and other senior leaders i.e. committees.
- Evidence of motivating colleagues and implementing successful performance management to achieve the best results from individuals and teams.

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- Evidence of successfully delivering customer focused services in a complex and challenging environment.

Skills

- Proven track record of managing staff to achieve targets.
- Sound decision maker and negotiator, seeking advice as necessary.
- Ability to remain calm in handling conflict and determination to find a resolution.
- Ability to produce clear, accurate report on complex issues to a variety of audiences.
- Sound financial abilities leading to positive judgement and appraisal of risk.
- Highly developed communication skills, providing and receiving complex, sensitive and/or contentious information with the ability to engage people at all levels.
- Effective negotiation skills and proven ability to lead and influence others to develop and imbed new business strategies.
- Ability to demonstrate commitment to promoting equality & diversity in the workplace.
- Ability to produce clear, accurate copy on complex issues to a variety to audiences.
- Ability to identify, analyse and promote business opportunities for the PR and Communications service.
- Advanced, well-practiced presentational, photography and copywriting skills.