

ROLE PROFILE

Job Title: Communications Manager	Reports to: Chief Executive
Based at: Leamington Spa	Date: May 2022

Job Purpose

Working collaboratively with the Senior Management Team (SMT) and Board to drive effective communications on the Landfill Communities Fund (LCF), both internally and externally. Responsible for the proactive development and implementation of ENTRUST's communications and marketing strategy and plans covering all channels and audiences.

Key Results Areas	Responsibilities
Leading and developing strategic corporate communications	<ul style="list-style-type: none"> • Develop and implement ENTRUST's communications and marketing strategy; • Manage the production of key strategic corporate publications including the Annual Report and Corporate Plan; • Advise the Board and the SMT on future communications requirements, public relations issues and other communications guidance; • Identify, implement and manage appropriate communications channels; and • Monitor and report to the SMT and the Board on the effectiveness and impact of our communications.
Delivering effective operational communications	<ul style="list-style-type: none"> • Responsible for the development and management of ENTRUST's website, including keeping content up-to-date and appropriate, making improvements to functionality and advising the Board and SMT on maximising its potential; • Responsible for ENTRUST's mass email communication programmes, including delivering segmented email communications to Stakeholders to deliver the organisation's agreed Key Performance Indicators (KPIs); • Deliver ENTRUST's social media strategy and ensure it remains appropriate to the Company's requirements and is supported by effective usage guidelines; • Lead on the copy-writing, design and production of external newsletters and briefing documents; • Collate information and develop communications that show the impact of the LCF to our target audiences, reporting on our activities and collating and publishing stories of interest and case studies;

	<ul style="list-style-type: none"> • Develop and ensure the effective delivery of communications plans as part of specific projects and initiatives; • Ensure ENTRUST Staff adhere to the corporate writing style and that, where required, communications training is provided to ensure the effective delivery of key corporate messages; and • Carry out other general communications and marketing tasks that may arise.
<p>Proactively managing and developing Stakeholder relationships</p>	<ul style="list-style-type: none"> • Develop and manage ENTRUST’s Stakeholder engagement strategy and plan; • Develop strong relationships with our external communications suppliers, including the Company’s email marketing systems, website supplier and external designer, to ensure continuity of service, platform stability and Value for Money (VfM) for the Company; • Develop an effective public relations strategy for ENTRUST and manage public relations enquiries as they arise; • Research and write copy for external articles and the media; and • Respond to media enquiries and other requests for information, including preparing written responses to parliamentary and MP questions relating to the LCF.
<p>Enhancing ENTRUST’s branding and image</p>	<ul style="list-style-type: none"> • Develop and implement a marketing strategy, which recognises ENTRUST’s profile; • Develop and monitor brand guidelines and key messages for both ENTRUST and the LCF to stakeholders and other interested persons; and • Develop publicity materials (digital delivery) for ENTRUST’s activities.
<p>Data Protection Officer</p>	<ul style="list-style-type: none"> • Act as ENTRUST’s designated Data Protection Officer (DPO) and ensure that ENTRUST is fully compliant with all obligations arising from the UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018 (DPA 2018); and • Responsible for all ENTRUST Staff training relating to data protection.

<p>Supporting the delivery of corporate objectives</p>	<ul style="list-style-type: none"> • As a member of the Management Team, supporting corporate objectives in order to deliver ENTRUST’s business objectives; • Ensuring Communication KPIs and milestones are delivered as per the Corporate Plan; • Monitoring and reporting on the delivery of ENTRUST’s monthly KPIs; • Matrix manage Staff, when appropriate, to deliver the organisation’s communications objectives; and • Drafting Board papers for areas of responsibility.
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Person Specification

<p>Knowledge, Skills & Experience:</p> <ul style="list-style-type: none"> • Graduate calibre, or qualification in a communication related subject; • At least two years’ experience working in a similar role; • Experience of working with Stakeholder groups and developing Stakeholder strategies, where stakeholders can range from large professional organisations to small community volunteer groups; • Proven and demonstrable experience of editing and producing publications; • Experience of working with websites including web development and content production; • Experience working with e-communications, including preparing and sending newsletters; • Knowledge of data protection law, in particular GDPR and DPA 2018; and • Experience of bulk email supplier systems (ENTRUST uses Campaign Master), online customer survey systems (ENTRUST uses Survey Monkey) and online social media management systems (ENTRUST uses Hootsuite) would be advantageous. <p>Personal Attributes:</p> <ul style="list-style-type: none"> • Innovative and creative; • Problem solver; • Positive attitude; • Flexible and responsive to change; 	<p>Communication</p> <ul style="list-style-type: none"> • Excellent interpersonal skills including the ability to influence across the organisation and externally; and • Demonstrates understanding by listening and reflecting.
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<ul style="list-style-type: none">• Calm and organised;• Ability to interact at all levels;• Ability to plan and prioritise; and• Strong organisational skills with excellent attention to detail.	
Special Features	
Desirable, but not essential: <ul style="list-style-type: none">• Experience of working in the Third Sector; and• Knowledge of graphic design systems including Photoshop and InDesign.	