

Communications Manager

JOB DESCRIPTION

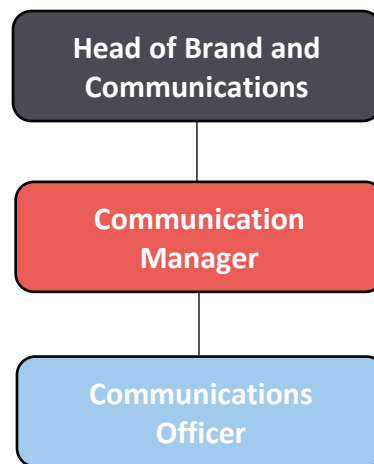
Location: London (Hybrid – 1 to 2 days per week in the office)

Work pattern: 9am to 5pm, Monday to Friday 35 hours per week

Responsible for: Communications Officer

Interaction with: Directors, Managers, and Staff at FEC as well as stakeholders, clients, etc

Reporting line:



Role: (Brief overview): The Communications Manager will play a key role in sharing the inspiring and powerful stories of our clients and the wider military community we support across the UK. They will be responsible for securing high-profile, meaningful media coverage that raises awareness of our mission to provide life-long, life-changing support, employment and training opportunities to Service leavers, veterans, reservists and their families.

As we mark our 140th anniversary, this is a pivotal time for the Communications Manager to develop and deliver an integrated communications strategy across PR, traditional and new media, social media, and public affairs. Reporting to the Head of Brand and Communications, you will work closely with the Marketing Manager and the Community Engagement Manager and their teams to ensure consistent and aligned messaging across all marketing and communication activity.

Principal Responsibilities:

- Support the Head of Marketing and Communications in building and delivering the overarching Forces Employment Charity brand, marketing, communications, and PR strategy, ensuring the strategy reflects the Charity's ambition.
- Manage a team of two specialist officers, fostering innovation and collaboration within your team, and across the department and supporting their professional growth.
- Develop communication activities that build FEC as a recognised household name and ensure stakeholders and clients who engage with the brand are informed, inspired and motivated to get involved.
- Deliver an ongoing social media strategy, developing and delivering engaging content to enhance the charity's profile amongst its target audience whilst working closely with the Marketing Manager to ensure all activity aligns with broader marketing campaigns.
- Develop and maintain relationships with key journalists and outlets across mainstream and military media to build FEC as a thought leader and authoritative brand and to maximise opportunities to increase awareness and reach.
- Work with the Community Engagement Manager to develop and deliver an impactful community engagement plan, using platforms such as DotDigital.
- Responsible for implementing and managing a comprehensive and proactive PR activity schedule for the Charity, crafting compelling content to entice journalists and the media to support our work, and responding reactively to requests the Charity receives.
- Own and oversee the delivery of the Charity's case study management process and be responsible for ensuring easy access to our client stories for use across the organisation, partners, funders, media and the annual Impact Report.
- Establish and manage the Charity's celebrity/ambassador programme, identifying, recruiting and stewarding relevant celebrities to support key FEC activities.

General responsibilities:

- To comply with organisational requirements, adhering to the specific rules, regulations, policies, and standards set by an organisation to ensure it operates legally and ethically, and to maintain a safe and respectful work environment.

PERSONAL SPECIFICATION

Essential Competencies:

- Demonstrated experience in leading, managing and developing a team, with a track record of motivating and empowering team members.
- A seasoned communications professional with at least five years' experience in delivering high-profile and effective proactive PR campaigns.
- Previous experience in managing media relations, securing press coverage, managing media enquiries on a variety of different subjects and ability to work to tight deadlines.
- Experience handling issues and crisis communications, as well as dealing with sensitive issues.
- Experience in developing and executing successful communications and social media strategies.
- Experience working with celebrities and influencers.
- Experience interviewing people sensitively, managing their stories and delivering the required consent process whilst adhering to GDPR rules.
- Exceptional communication and storytelling skills – both written and verbal.
- Strong stakeholder management skills, including proven ability to negotiate with senior internal and external stakeholders.
- Confident, self-motivated and proactive with the ability to use initiative and take responsibility for developing and implementing plans.
- Possess tact and diplomacy and can communicate at all levels within an organisation and with external agencies, partners and clients.
- High-organised and collaborative with the ability to prioritise, manage a busy workload and multitask.

Desirable Competencies:

- Experience in public affairs, with a strong understanding of political landscapes.
- Ideally, you will have a black book of media and celebrity contacts.
- Experience of working within a charity.
- Strong working knowledge of the UK Armed Forces and a good understanding of ex-Forces personnel and the challenges they can face.
- Educated to degree level or equivalent.

Forces Employment Charity values:

- Expert – We are always professional and knowledgeable, delivering the highest quality support.
- Supportive – We are respectful, helpful, and empathetic to the needs of others.

- Passionate – We have a genuine belief in our cause and a powerful desire to support our clients.
- Open and honest – We trust each other, are open and candid, and take ownership of our actions.