

JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Holder's Name:		Job Title:	Director of Communications and Research
Reports to:	Chief Executive Officer	Location:	Hybrid
Department:	Communications and Research	Job Family:	Director

SECTION 2

ORGANISATIONAL STRUCTURE

This role reports to the Chief Executive.

SECTION 3

JOB PURPOSE

(What is the purpose of the job?)

In this senior leadership role, you will be instrumental in shaping and executing strategic objectives, specifically through the development of a comprehensive research and communications strategy that aligns with LFBF's charitable objects and goals. Your responsibilities encompass brand development, research and content creation initiatives, managing LFBF's online presence and media relations.

SIZE/DIMENSIONS

(In what context does this role operate in terms of area of impact, financial budgets and supervision and or management of staff.)

The role will have a significant impact on multiple areas of LFBF and its external positioning. It will work with external partners

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

(This area outlines in more detail the duties of the post holder).

Strategy and objective setting:

- As a senior leader of LFBF contribute to the development of LFBF's strategic objectives and take responsibility for the successful delivery of relevant activities.

- Develop a comprehensive research and communications strategy aligned to LFBF's overall mission and goals, with clear objectives. To include PR, marketing and stakeholder engagement.
- Develop a regular calendar of activities, and detailed PR and marketing plans, to support the delivery of the research and communications strategy and relevant strategic goals.

Brand development and management:

- Working with the CEO, board and senior leaders of LFBF, define the charity's brand identity, including messaging, tone of voice, and visual elements.
- Develop brand guidelines to ensure consistency across all communications channels.

Research, content creation and storytelling:

- Develop and manage research and insight projects, in line with the charity's objectives.
- Create compelling stories and content that illustrate the impact of the charity's work, and to engage its stakeholders.
- Develop a strategy to monetise relevant elements of LFBF research and content
- Collaborate with beneficiaries to gather stories and testimonials that resonate with donors and supporters.
- Oversee the delivery of multi-channel content, including podcasts.

Digital communications:

- Oversee the charity's website, including the think-tank elements, ensuring it is user-friendly, up-to-date, and optimised.
- Implement a content strategy for social media platforms to engage with supporters and amplify the charity's message.
- Explore opportunities for digital advertising and email marketing campaigns to reach target audiences effectively.

Media relations and handling:

- Build relationships with relevant journalists, and influencers to increase media coverage.
- Oversee a PR agency to ensure value for money
- Develop press materials, such as press releases, media kits, and story pitches.
- Support the CEO and Board with media interviews and comments – including media coaching and message development.
- Be a spokesperson for the Foundation when required.
- Manage tools to monitor media coverage and track key metrics to evaluate the effectiveness of media relations efforts.
- Establish protocols and processes for managing the charity's reputation and handling crisis communications.

Stakeholder relations communications:

- Identify priority stakeholders for outreach and support the CEO in developing those relationships.
- Develop communication channels to keep staff and interested parties informed about key initiatives, events, and achievements.

Events

- Manage the promotion of LFBF events, to engage stakeholders and secure support.
- Responsible for the delivery of all LFBF events which may include liaison with external outsource partners e.g., events management firms
- Network for LFBF at relevant third-party events to encourage collaboration.
- Identify and secure speaking opportunities for LFBF spokespeople.

CONTACTS AND INFLUENCE EXERCISED

(Type, number and seniority of contacts, impact of influence)

This role interacts with the CEO, other senior colleagues in LFBF, the Board of Governors and external stakeholders and service providers.

DECISIONS

(How much freedom is there to provide solutions, and make decisions regarding the resolution of problems within the constraints of established guidelines or procedures, and supervision?)

Indicate the level which best describes the job holder’s involvement in the decision-making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	X

Indicate the statement which best describes the impact of the job holder’s decisions:

Restricted to employee’s own work	
Has impact on department/directorate objectives	
Has impact on The London Foundation of Banking & Finance objectives	X

DEFINITION /CLARITY

(The extent to which to job is defined; the clarity of the job’s boundaries, levels of uncertainty)

This is a new role and is therefore subject to amendment.

ANY ADDITIONAL FEATURES OF NOTE

This is a part time (0.4FTE) hybrid role with the expectation of being in the London office at least one day every other week (Wednesday).

Job holder signature

Date:

Line Manager signature:

Date:

PERSON SPECIFICATION

Qualifications, knowledge and professional memberships	Essential / desirable?
First degree in a relevant subject such as Communications, Marketing, Public Relations, Business, or a related field.	E
Technical Skills, Knowledge and Experience	Essential / desirable?
Proven experience in a senior communications or marketing role, preferably within a non-profit or charitable organisation.	E
Proven experience in developing, delivering or overseeing research projects, including sourcing funding and sponsorship	E
Demonstrated experience in developing and implementing comprehensive communications strategies aligned with organisational objectives.	E
Experience in brand development and management, including creating brand guidelines and ensuring consistency across various channels.	E
Strong background in media relations, including building relationships with journalists and handling press activities.	E
Proven track record of managing digital communications, including website management, social media strategy, and digital advertising.	E
Experience in content creation, storytelling, and managing multi-channel content delivery, such as podcasts.	E
Experience in stakeholder relations and managing communication channels for various audiences.	E
Core competencies	Essential / desirable?
Ability to contribute to the development of strategic objectives and create comprehensive communication strategies that align with the charity goals.	E
Strong project management skills to develop and oversee a regular calendar of activities and detailed PR and marketing plans.	E
Skilled in defining brand identity and developing brand guidelines to ensure consistency across all communications.	E
Excellent research, content creation, and storytelling skills to create compelling stories and content that engage stakeholders.	E
Proficient in managing websites, implementing social media strategies, and exploring digital advertising opportunities.	E

Strong media relations skills, including developing press materials, handling media interviews, and managing media coverage.	E
Ability to establish protocols for managing the charity's reputation and handling crisis communications.	E
Strong skills in identifying and developing relationships with priority stakeholders and keeping them informed.	E
Experience in promoting events, networking, and securing speaking opportunities for organisational representatives.	E
Excellent verbal and written communication skills	E
Problem solving and decision-making skills	E
Microsoft Office including advanced Excel skills	E
Commitment to Continuous Professional Development	E
Strong ethical standards and integrity	E
Strong interpersonal skills to work effectively with the CEO, board, senior leaders, and other stakeholders.	E
Ability to handle high-pressure situations and manage crisis communications with composure and effectiveness.	E
Ability to think creatively and innovatively to develop new communication strategies and content.	E