

JOB SUMMARY AND PERSON SPECIFICATION

Job Title: Head of Communications & Public Affairs

Reports to: Marketing, Communications & Public Affairs Director

Based at: Remote – with regular planned travel nationwide (particularly to London and South).

Expectation to attend monthly and quarterly face to face team meetings.

Job Purpose	A pivotal role within Help for Heroes leading the charity's strategic external communications, public affairs, policy and brand PR activity to strengthen Help for Heroes' voice, influence and impact. This role will deliver a joined-up approach that builds a trusted brand, supports income generation, drives effective campaigning for systemic change, and protects the charity's reputation.
Accountabilities	• Develop and deliver the integrated external communications strategy across Brand PR, public affairs, policy and corporate communications • Deliver cohesive high impact campaigns which are aligned with marketing, digital and fundraising. • Lead the charity's policy and campaigning agenda to drive systemic change for the Armed Forces community • Protect and strengthen the charity's external reputation • Lead and develop a high performing communications & policy team.
Main Responsibilities	Strategic Leadership & Integration • Develop the strategy for external communications. • Lead integrated communications planning across PR, policy, campaigns and corporate communications • Ensure strong alignment with marketing and fundraising to deliver joined-up campaigns • Work closely with digital and content teams to ensure consistent tone of voice and messaging Public Affairs, Policy & Campaigning • Develop and deliver an evidence-led policy and public affairs strategy • Cultivate and maintain strong external relationships for the benefit of the charity engaging with key individuals and groups including senior press contacts, peer institutions, policy makers and political stakeholders. • Deliver campaigns that drive awareness and influence systemic change • Through public affairs demonstrate the societal impact of the charity. Corporate Communications & Reputation • Lead the press office, ensuring proactive and high-quality media engagement and high-quality media relationships and networks. • Lead crisis communications planning and response • Protect and enhance the charity's reputation through clear, consistent messaging



	• Oversee our ambassador programme and build stories which resonate Brand PR & Talent • Develop and deliver an insight-led PR strategy aligned to marketing and charity priorities as well as income objectives. • Create integrated campaigns that support both brand growth and fundraising performance • Lead the charity's talent and ambassador strategy Leadership & Capability • Lead and develop a high-performing team • Strengthen performance measurement and impact reporting • Be an engaged member of the Leadership team and collaborate effectively with senior leaders across the organisation • Represent Help for Heroes at external meetings, conferences and events as required. • Undertake other tasks relevant to the wider remit of this role as agreed.
Essential Knowledge, Skills & Experience	• Significant senior experience in communications, including public affairs and policy. • Proven track record of leading high-impact communications strategies that deliver measurable results. • Expertise in developing PR strategies and managing media relations, with demonstrable success in securing high-quality press coverage in mainstream media • Experience of developing stories which bring to life key issues and support key messaging. • Knowledge of the UK political landscape with experience in engaging with and influencing senior stakeholders from multiple sectors • Strong crisis communications experience. • Leadership, management and team development experience.
Key Competencies & Behaviours	• Builds credibility fast and creates trusted relationships across diverse, senior stakeholder groups, including the Armed Forces community • Communicates clearly with impact • Exercises sound judgement, operating with integrity. • Thrives in a fast-paced environment, adapting quickly and prioritising what matters most • Navigates complexity with confidence, influencing effectively across different audiences and environments • Takes ownership and drives delivery at pace, with minimal direction • Cuts through complexity, distilling insight into clear, compelling messages • Highly organised and detail-focused, with a strong track record of delivering to a high standard • Collaborative and outcome-focused, working seamlessly across functions Values-led leader – champions and role-models: Innovative • Collaborative • Authentic • Resourceful • Energetic



I have read and understood the Job Description:

PRINT NAME:

SIGNED:

DATE: