

Job Description

JOB TITLE: Head of Communications (6 month FTC)

LOCATION: London, UK, with 2-3 days per week in the office

Though role is based in London there is an expectation to travel to New York on a number of occasions

PAY BAND London Salary Scale: £50,000 pa pro rata

RESPONSIBLE TO: Director of Marketing, Communications and External Affairs

About The King's Trust International

Founded by HM The King, our Royal Founding President, to tackle the global crisis of youth unemployment, King's Trust International (formerly Prince's Trust International) has been supporting young people worldwide since 2015.

Our **vision** is that every young person should have the chance to succeed.

Our **mission** is to empower young people to learn, work and thrive.

Our programmes and interventions are now present in 20 countries within the Commonwealth and beyond, across Asia, Africa, Caribbean and the Americas, the Middle East and Europe.

We are committed to amplifying the voices of young people on the global stage and putting their needs at the very heart of the design and delivery of our work. This complements global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education and decent work.

King's Trust International is committed to representing, at all levels, the global communities, and young people that we serve. We seek to work to the highest quality standards and to ensure the health and safety of all the young people we work with as well as the well-being of our colleagues and partners.

Ways of working

The King's Trust International works with local partners around the world to deliver education, employment and enterprise programmes that empower young people to learn, earn and thrive. We provide opportunities to develop the skills and confidence to succeed and deliver tangible employment outcomes, supporting young people to build their own futures.

We work with a mixture of governments, NGOs, and corporate partners and employers on our programmes and are increasingly thinking about how we can support the creation of green jobs to help deliver the low carbon transition.

See our [website](#) for details of our programmes and case studies celebrating some of the amazing achievements of a selection of young people.

Purpose of the Role

We're looking for a dynamic and experienced **Head of Communications** to elevate the visibility of The King's Trust and bring to life the unforgettable moments at our flagship events. This role is mission-critical for building the charity's profile and strengthening our reputation.

About the Role

You'll play a leading role in shaping and executing communications strategies for our most prominent events, like the **Global Gala in New York City** and **The King's Trust Awards**. The Global Gala, co-chaired by Lionel Richie and Edward Enninful, gathers VIPs from fashion, entertainment, philanthropy, and business for a night of glamour—all to raise vital funds for global youth programs. This annual event has previously raised over \$4 million and garnered worldwide media attention, showcasing our impact on young lives around the world.

In this role, you'll oversee all aspects of media and marketing for the Gala and handle press operations, ensuring our work reaches audiences far and wide. Following the Gala, you will lead on the US Enterprise Challenge finals and support communications for the King's Trust Awards and additional events throughout a six-month term, with the potential for a permanent position based on continued need and performance.

If you're a savvy, media-driven professional with the skills to drive high-profile coverage in a fast-paced environment, we'd love to hear from you.

Key Relationships

Kings Trust USA team with a dotted line into the CEO

Kings Trust International Marcomms team

Journalists

Photographers and videographers

High profile stakeholders

Kings Trust UK team

Key Areas of Responsibility

Project Management (King's Trust Global Gala)

- Lead project management for the King's Trust Global Gala, collaborating closely with the Head of Marketing, International Communications Manager, and Digital Marketing Manager to coordinate impactful press, social media, and ambassador activities for maximum visibility.

Press and Media (King's Trust Global Gala)

- Create and execute a dynamic, multi-channel press strategy that emphasizes the Trust's mission and vision, leveraging influential spokespeople to amplify our message.
- Secure extensive feature coverage across online, print, and broadcast channels, showcasing the Gala's impact.
- Manage red-carpet photographers and media to ensure comprehensive and captivating event coverage.
- Leverage the Trust's network to land exclusive content and media coverage, spotlighting the Gala and the organization's work.

- Strategically oversee seated media and press attendees to enhance their event experience and drive engagement.
- Partner with event sponsors to create compelling media opportunities that align with the Trust's messaging.
- Take ownership of crisis communications and risk management, developing clear, effective responses to address any key issues.

Press and Media (General)

- Collaborate with the International Communications Manager to craft a comprehensive multi-channel press strategy for all major events, spotlighting the Trust's mission and values through the voices of key ambassadors and spokespeople.
- Collaborate with The King's Trust UK team to maximize red-carpet opportunities to bolster visibility.
- Partner with the marcomms team to develop compelling story arcs around each event, ensuring cohesive messaging that aligns with organisational priorities.
- Work with event sponsors to enhance media coverage and align messaging for broader impact.
- Coordinate with King's Trust UK and the International Communications Manager to shape an effective risk strategy, crafting well-prepared responses for any pressing issues.

General

- To take on additional responsibilities as the role develops or as required.
- To have a keen understanding of cultural issues and be a champion of promoting diversity and inclusion in your work, modelling our values internally and externally alongside fostering KTI values and standards.

Person Specification

Please read these notes carefully:

The King's Trust International (KTI) is committed to representing, at all levels, the global communities and young people that we serve. We value transferable skills and know that women, gender non confirming folk, disabled and global majority/ Black, Indigenous and People of Colour (BIPOC)/racialised people are statistically less likely to apply for a role if they feel that they do not meet at least 90% of criteria on the job description/person specification. KTI is dedicated to building an inclusive, diverse, equitable, and accessible workplace that fosters a sense of belonging - so we only include essential criteria on our person specification that is genuinely required to do the job. We focus on your aptitude, transferable skills and behaviours to assess your potential with us.

Essential criteria describes the skills, knowledge or qualifications that are necessary to do the role. Some criteria will be assessed at the shortlisting (**s**) stage and this will be based on the information you have provided in your CV and supporting statement. Skills or experience can be gained in a variety of ways, in your personal life as well as professionally. Do not just say, for example, 'I have good communication skills.' Tell us how you have gained experience or used a particular skill or knowledge. Other criteria may be assessed as part of an assessment (**a**) or at interview (**i**). Desirable criteria will only be used where a large number of people meet all the essential criteria, or at interview to differentiate extra skills. **As a minimum, address how you meet all essential criteria in your application.**







PERSON SPECIFICATION		
	Essential	How will this be assessed?
Skills and Knowledge	Exceptional communication skills, orally and written with an ability to talk fluently, confidently and succinctly to a wide range of people including journalists, senior stakeholders and supporters. Ability to write clearly and concisely and in a range of formats for different audiences.	S, A
	Excellent planning and organisational skills and the ability to manage multiple priorities, both independently and within a team	S, A,
	Excellent interpersonal, skills, including the ability to work with a wide range of external and internal stakeholders from different backgrounds.	A, I
	Strong awareness and understanding of equality, diversity and inclusion and the ability to demonstrate these in your work and interactions.	A I
	Extensive knowledge of the media environment in the UK and USA with pre-existing journalist relationships at well known publications a plus	S
	Knowledge of media intelligence platforms and journalist database	S
	Ability to build and maintain relationships with different groups of stakeholders	A, I
	Strategic thinker, analytic mind with the ability to view past and future initiatives holistically	A, I

	aligning to the strategic direction and develop new pathways to success.	
	Highly organised with strong project management skills, ability to work under pressure, overcoming obstacles and managing high and/or fluctuating workloads to meet deadlines.	A, I
	Able to operate with discretion, diplomacy and tact and maintain confidentiality.	A, I
Experience	Extensive experience in a fast paced communications environment with a proved track record of delivering extensive and high quality media coverage	A, I
	A track record of coordinating projects to tight timelines and a high standard, organising external engagement and communications of major events.	S, A, I
	Agility in problem solving and evidenced capacity to take high levels of ownership	S, A I
	Intermediate to advance knowledge and experience in MS Office and various communication software and tools. Conversant and working knowledge of social media channels and applications	S, A, I
Competencies and Behaviours	Ability to work on own initiative to achieve agreed aims, targets and objectives and find creative solutions to problems	S, I
	Ability to stay calm and work effectively under pressure, demonstrating resilience in challenging situations and locations.	A, I
	Flexibility- able to work evenings and travel (within the UK and internationally) when required.	S, A I

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 Youth-centred	 Nurturing partnerships	 Impact	 Diversity	 Honesty	 Integrity
We believe in placing youth at the centre of all activities and decisions	We value robust relationships based on mutual trust and respect	We focus our passion and attention on what we believe will create a positive impact	We understand, value and promote diversity of experience and thought to enable our staff, partners and young people to thrive and achieve their full potential	We value sincere, authentic and straightforward communications and behaviours	We believe in applying strong morals, high standards and ethical principles to our work

Here at The King's Trust International, we are committed to equality, diversity and inclusion. We want to be an organisation that is representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability including neurodiversity, ethnicity, gender, socio-economic background and perspective. We want to ensure that everyone can be their authentic selves at work.

We are a Race at Work signatory and a Disability Confident employer. Our staff and volunteers are supported by PT CAN (our Cultural Awareness Network), PT GEN (our Gender Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQ+ Network). Talk to us about flexible working hours.






THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust International is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to a basic Disclosure. Having a criminal record will not automatically exclude applicants.

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public.

These are our core behaviours for all staff.

 <p>Effective communicators</p>	 <p>Approachable</p>	 <p>Solution-oriented</p>	 <p>Inclusive</p>	 <p>Emotionally intelligent & resilient</p>
<p>We demonstrate an open, honest, jargon-free and clear communication style to build rapport and nurture partnerships with internal and external stakeholders.</p> <p>We communicate core expectations, for example around safeguarding, clearly and effectively to ensure young peoples' safety is at the centre of our work and never compromised.</p> <p>We value the importance of transparency, honest feedback, setting clear expectations, understanding roles and responsibilities, and speaking up for what we believe is right.</p>	<p>We demonstrate characteristics of open-mindedness, respect and honesty to anyone wishing to approach us.</p> <p>We apply our behaviours to support this by being mindful of our own reactions and being receptive to ensure people want to engage with us, we actively listen and demonstrate our appreciation of their input.</p>	<p>We focus our energy on enabling solutions to the challenges we meet.</p> <p>We demonstrate leadership by owning our work, taking responsibility for our actions and pro-actively engaging with our stakeholders and partners to gain deep understanding of the environments we work in and the young people we work for.</p> <p>We support our partners, colleagues and youth in solving problems and delivering impactful programmes.</p> <p>We plan and adapt our interventions and processes and employ proactiveness to enable the most meaningful outcomes.</p>	<p>We value different backgrounds, experiences and opinions and believe that these will make us better equipped to make quality decisions, apply sensitivity to context and mutual exchanges, as well as recognise potential throughout our organisation and our partnerships.</p> <p>We actively invest in rapport building with all stakeholders and strive to support team work internally and externally.</p> <p>We respect others and our planet. We apply humility and empathy and strive for reciprocity and equality in all exchanges.</p>	<p>We nurture awareness and reflection, including being mindful of self-biases, cultural differences, as well as our own and other people's circumstances.</p> <p>We foster the capacity to be aware of, control, and express our emotions, and to handle interpersonal relationships judiciously and empathetically.</p> <p>We use emotional intelligence to build resilience. We risk making mistakes as a way of learning.</p> <p>We celebrate creativity, curiosity, eagerness to learn and open-mindedness.</p>