



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



Change Communications Manager (BDCH5044) - Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 160 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c500 staff and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats; sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

Your Application

Your supporting statement is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use specific examples. Please do not generalise e.g. "I usually....", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement should not exceed 1,000 words. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

Closing date: 13th February 2024
Interview date: To be confirmed

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

We are committed to providing equality of opportunity and valuing diversity for all current and prospective staff, volunteers and Trustees. We aim to ensure that this commitment, reinforced by our values, is embedded in our day-to-day working practices and our work together. We would particularly welcome applications from black and minority ethnic and disabled candidates, who are currently under-represented at Battersea.

Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

Data Protection

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes. We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at DataProtection@battersea.org.uk

Job Description: Change Communications Manager

Dept/Team: Marketing & Communications, Communications	Location: London, with some travel to Battersea's centres in Brands Hatch and Old Windsor
Hours: 35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	Duration: 12-month fixed term contract
Responsible To: Head of Communications	Responsible For: N/A
Works With/Key Contacts: Head of Communications, Data & CRM Project Management team, L&OD team, Marketing & Communications, Operations, Income Generation & Clinic Managers	Salary & Grade: £43,450 per annum Grade C1

Battersea's approach to diversity

Battersea is here for every dog and cat and has been since 1860. We care for animals unconditionally, and we do not judge the owners of pets that need our help. It is this commitment which brings us together as an organisation, and we take great joy and pride in that.

We were founded by a female pioneer, Mary Tealby, who was unafraid to confront convention at a time when women leaders were rare, and animals were not universally loved. Her willingness to challenge the status quo is part of the legacy she leaves with us today, and we celebrate the impact we have made so far because of her vision.

We are ambitious to do more, including helping new populations of animals in new places beyond our centres; and we know we must adapt to the evolving world around us, harnessing the skills, experience, and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to. And we know that an inclusive environment, where we welcome different perspectives and where staff and volunteers are empowered to be themselves, will ensure we continue to thrive.

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

Why the role exists

Launchpad is what we are calling our data strategy project, an ambitious organisation-wide programme of work that aims to transform how we collect, store and use information and data about our animals and supporters. As well as moving all of our data onto a new system we're seeking to build the skills of our colleagues so that we're ready to use our new systems and make best use of the information we have.

This role will work across the charity to apply specialist change communications and engagement skills to support the Launchpad project. The role holder will work alongside programme teams to understand complex business issues, the need for change and the impact on stakeholders in order to develop compelling messaging around change and develop communications and engagement strategies. The role holder will lead, co-ordinate, deliver, enable and evaluate high quality communications and engagement activity to inform, engage and support our people through change.

What you'll be doing**Approx % of time**

Work alongside the Internal Communications team, L&OD team, and Launchpad Programme / Project Managers to plan, create, and deliver timely and effective change communications and engagement activity, assessing project needs and audiences to determine the most effective communication tactics and channels.	40
Take the lead on delivering a communication and engagement plan for the Launchpad programme, providing specialist advice and managing project issues and risks.	20
Work with the Internal Communications Manager to plan, commission, and produce organisation-wide internal content for a range of stakeholders, articulating the charity's organisational narrative and brand values.	10
Organise and attend internal events and deliver presentations, drafting messages or scripts from the CEO and Directors for presentation to staff and volunteers in written or spoken form.	10
Build relationships with and provide strategic and tactical advice to colleagues across the charity, including the Senior Leadership Team on best practice, to drive employee engagement and affect behavioural change. Present to senior leaders and managers when required.	5
Develop and apply evaluation techniques to continuously assess the effectiveness of Battersea's internal channels and techniques in the support of change communications and engagement activity.	5
Support the effective forward planning of change communications and engagement activity alongside the charity's other internal communications activity. Plan, co-ordinate and maintain change content in the Internal Communications content calendar, so that all change appears joined up and clearly links to the organisation's narrative and strategic objectives.	<5

The above job description is intended to be an outline of the duties and responsibilities for this role. Job descriptions change over time, and we will discuss with you and ask you to carry out work relevant to your role.

What you'll need to have to do the job

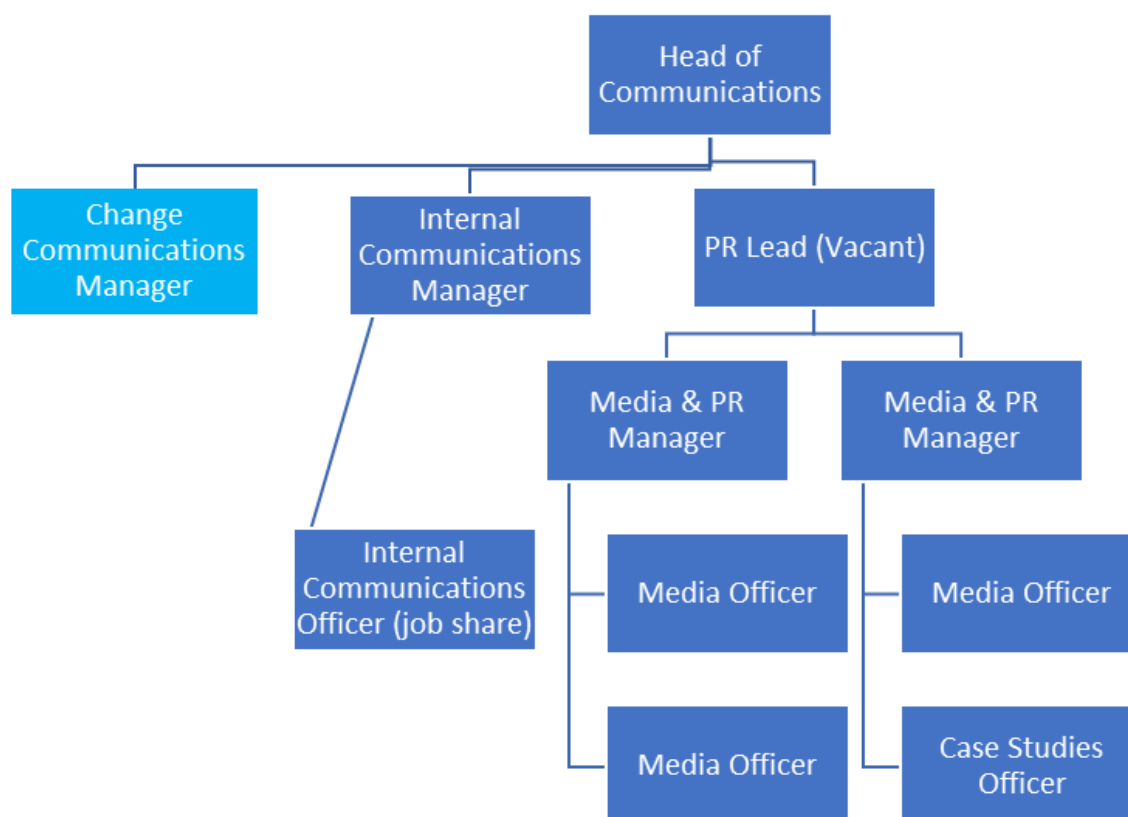
Job Specific	Experience of working alongside programme/ project/ business change managers and on strategic transformational change programmes that have positive impact on organisations.
	Excellent interpersonal skills, a good team player with sound problem-solving ability.
	Experience of advising people at all levels within an organisation on change communications and engagement planning and delivery. Including the ability to engage and influence at a senior level.
	Understanding of project management and change process and theory and proven experience of developing and delivering effective change communications and engagement and communications strategies.
	Excellent presentation skills with experience presenting to senior leaders and at programme/ project boards.
	Excellent written English, highly numerate and advanced user of MS Office and other IT Systems
	Ability to work both at a detail and strategic level as and when required.
	Ability to communicate well on both a business and technical level to all levels of the organisation, Able to understand complex concepts and communicate them in a simple manner.
Values	CARE – We care wholeheartedly about our mission to be here for every dog and cat, and the work we each do to achieve this.

	EXPERTISE – We are experts at what we do, focusing on continual improvement, learning, and growing our expertise, so we can all be the best we can be.
	DETERMINATION –We stay focused and solve problems to achieve our goals and our mission to be here for every cat and dog.
	RESPECT – We treat one another with respect, just as we treat every cat and dog with respect.
	INCLUSION – We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.
	COLLABORATION – We understand that by working together across teams and with our partners, we achieve more for dogs and cats.

What we'd like you to have to do the job

- Experience of technology change, and processes and culture change associated with this.
- Excellent organisation and time management skills. Great at prioritising and managing productivity.
- Ability to work on own initiative.
- Experience of the charity or not for profit sector.
- Flexibility and willingness to meet the needs of Battersea out of office if required and travel to other sites and events around the UK.
- Significant experience of showing empathy when dealing with sensitive and complex issues.
- Experience of using Microsoft tools such as SharePoint, Teams and PowerPoint, and CMS platforms.

Position in the team



Staff Benefits

We offer our staff a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

Pension Scheme

Our group personal pension scheme is available to all members of staff. New staff will be auto enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 2.67% staff contribution, 5.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan.

The contribution levels are as follows:

Staff contribution	Battersea contribution
2.67%	5.33%
3%	6.2%
5%	10.3%

Example of monthly pension contributions for salary of £20,000:

Staff contribution	Battersea contribution pension
2.67% = £44.50	5.33% = £88.83
3% = £50.00	6.2% = 103.33
5% = £83.33	10.3% = £171.66

Annual Leave

Staff are entitled to 28 days annual leave (pro-rata for part time staff and in the first year of employment), rising to 29 days after 5 years and 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all staff, using a provider called Simply Health. This cash plan enables staff to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

Gym Membership

Staff who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

Season Ticket Loan

Interest free season ticket loans are available to all staff after two months of employment with Battersea.

Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £2,500 including VAT, by having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

Paid Maternity Leave

All pregnant staff are entitled to up to 52 weeks' maternity leave regardless of length of service. Staff who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced

maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

Paid Paternity Leave

Fathers to be or staff who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Staff who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

Employee Assistance Programme

We offer a Staff Assistance Programme to all staff free of charge. It offers completely confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues.

Life Insurance

All staff are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the staff's salary in cases of death whilst in employment at Battersea.

Uniforms for all Operational Staff

Free uniform is provided for all operational and clinic staff.

Veterinary Treatment of Staff Animals

We provide cost price veterinary treatment for staff with ex-Battersea dogs and cats.

Discounted Pet Insurance

We offer staff a 20% discount off the cost of Petplan insurance.

Discounts in our Shops

We offer our staff a 25% discount in our shops.

Professional Membership Fees

After two months service, staff in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £400.

Sabbatical Leave

Staff who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.



Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.