

The National Lottery Community Fund has flexible roles that enable our people to give their best, broaden their skills and manage their career path. This job profile isn't intended to be an exhaustive list of your duties, rather it gives you an outline of what your role will involve. It will be for you to work with your colleagues to develop and shape your work in line with our strategic objectives and the objectives of your team.

Communications and Engagement Officer

Our officers

As an officer at the Fund, whatever your specialism, you'll have plenty of scope for autonomy and responsibility. You'll use your judgement and knowledge to make recommendations and decisions, and your skills in understanding the needs of different customers, providing advice and feedback will come to the fore. You won't need much supervision or oversight from your senior colleagues taking personal leadership of your own work and your own development. You will take pride in your work and positively influence and engage with our customers and stakeholders both internally and externally.

Your role

In this particular role, you'll put customers at the heart of our work and have a primary specialism in either media, public affairs or engagement. You will have capabilities in digital, brand and customer engagement, and will be knowledgeable and passionate about our funding offer. Working collaboratively will be important to ensure that there is consistency between our messages locally and across the UK.

You'll be a strong team player, who takes a collaborative approach and enjoys working with a wide range of people with different levels of knowledge. You'll be flexible and have the ability to manage a busy workload and to work on multiple projects. You will also have excellent communication, problem solving, prioritisation and time management skills, and be able to interrogate data to inform what we do.

You'll also have an opportunity to contribute in other areas of work to help us be a great grant maker. Of course, you'll also need to work within the Fund's policies and procedures and the necessary legislation, and in a way that is in line with our vision and principles. If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.

The above is relevant for all roles, but depending upon your background and experience you will work in one of the following areas:

Media

You will have strong writing skills, know how to develop key messages for a range of audiences, a passion for telling stories and using those stories to interest and inform a range of audiences and stakeholders about the work of the National Lottery and The National Lottery

Community Fund. You will have experience of best practice to engage and build relationships with the media and a strong knowledge of the changing multi-media landscape. You'll offer support to our grant holders helping them to understand how we use a variety of media to influence and illustrate impact and use our brand.

Public Affairs

You will inform MPs, MLAs and other key stakeholders about our work and the work of our grant holders, supporting the Fund to build relationships to ensure that they are familiar with our work and willing to advocate for the work that is done. You will support the development of our public affairs strategy. You will have strong writing skills, know how to develop key messages, a passion for using stories to engage a range of audiences including elected representatives and stakeholders about the work of the National Lottery and The National Lottery Community Fund. You will be confident in convening meetings and events and developing briefs for stakeholders and elected representatives.

Engagement

You will have strong written and verbal skills to create content and communicate our funding offer from core documents to day-to-day print and digital content. You will be confident in convening events for customers and stakeholders and communicating these through creative online and offline marketing. You'll offer support to our grant holders helping them to understand how we use our brand.

Your experience

As an officer, you may have been promoted through our internal career paths having demonstrated your skills and leadership abilities or alternatively you may come from an external field. Whatever your speciality, you will need an understanding of and curiosity about our work. Beyond that you'll need to demonstrate your experience and qualifications in these areas:

Media

- Strong understanding of the media landscape and experience as a journalist, working within a corporate communications or PR team
- Experience of writing good content for a variety of audiences and formats, and significant experience of using digital and social media channels
- Ability to use data to design, plan, organise, evaluate and deliver campaign work flexibly as part of the team

Public Affairs

- Strong understanding and significant experience of the political affairs landscape
- Experience of writing content for a variety of uses and formats, and significant experience of using digital and social media channels
- Ability to design, plan, organise, evaluate public affairs activities and work flexibly as part of the team

Engagement

- A strong understanding of the importance of brand across the communications mix
- Experience of using data led insight to build a communications campaign, assess its impact and evaluate its success
- Experience of great customer service principles and design
- Ability to utilise and evaluate appropriate data sources and technologies to effectively engage customers and stakeholders

You will be able to

LEADERSHIP & MANAGEMENT

- Be engaged and enthusiastic in working towards shared goals, and encourage others to do the same
- Be committed to the Fund's vision and principles, and encourage others to do the same
- Take ownership of your own personal development by identifying your strengths and areas for development, using available resources to support this
- Be a supportive team player who shows interest in others, and develops a range of contacts outside own team to help get the job done

BUILDING GREAT RELATIONSHIPS

- Network internally and externally, putting yourself in the position of customers and acting on the things that matter to people
- Communicate in a honest and engaging manner, with the ability to Influence and negotiate using good arguments and a range of strategies to convince others
- Listen actively, and respond to others in an informed way, recognising the contribution and value of diverse viewpoints

PERSONAL RESPONSIBILITY

- Continually seek and act on feedback to evaluate and improve your own performance
- Remain calm under pressure and handle multiple and competing priorities, supporting others when needed
- Take ownership and be accountable for your own work, and encourage colleagues to do the same

DELIVERY

- Identify opportunities to share learning, knowledge and information, and make improvements by working with colleagues
- Actively use the systems and data at your disposal to complete your own work effectively and improve the work of your team
- Actively seek out and analyse available information, using it to inform your judgement and complete your work effectively
- Be responsive to emerging issues and trends which impact on your work, the work of your team, or the Fund
- Understand the requirements of good governance and provide solutions to risks and issues

Our mindset

- I am passionate about the potential of making excellent grants
- I am committed to effective networking across and beyond the Fund

Communications and Engagement Officer

- I value the diversity and aspirations of communities and colleagues recognising the need to provide equality of opportunity
- I am curious and actively seek new ways of doing things
- I will listen, learn, provide and encourage feedback and challenge
- I am responsible and accountable for the work that I do
- I work flexibly and collaboratively to meet the needs of others
- I apply knowledge and experience to share my learning
- I want to make the Fund a great place to work

Your job family is	Operational Delivery	Your directorate is	Northern Ireland/ Scotland/Wales
Your mode of working is	Office based	Your role template is	Officer