



National Network of Parent Carer Forums

'Our Strength is Our Shared Experience'

Communications Lead Job Description (Management Team role)

Reporting to: Co-Chairs
Location: Home based
Hours: Up to 48 days per annum. To be reviewed each year as a part of the budgeting process. For the current year, daily rates are set at £147 per day.
Employment status: Contractor appointed by the Co-Chairs and approved by the Steering Group. We are in the process of reviewing this and subject to Board approval this role will have employee status from April 2022 onwards. Attendance at Steering group meetings but may be required. This role does not carry voting rights in Steering Group decisions

Role purpose

Managing and overseeing activities across our various communication channels and functions, working closely with the Contact/relevant DfE appointed organisation's Communications lead.

Key responsibilities

Strategic leadership

Working with the Co-Chairs, Management Team and Steering Group

- Help shape the vision, mission, objectives and priorities of the NNPCF and how this translates into the work we do
- Develop/deliver the Communication Strategy across the entire spectrum of communication disciplines including: media and public relations, internal communication, brand marketing, advertising, marketing, digital and social media and production of materials
- Develop effective communication with member forums and their membership
- Report on and analyse all aspects of communications
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Act as a 'brand guardian' ensuring consistency across all internal and external communications
- Identify issues that could potentially damage the Organisation's reputation and recommend actions to mitigate this risk



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- Keep up to date on best practice within the SEND sector generally and particularly changes to communications innovation, legislation and codes of practice
- Work in partnership with the Head of Parent Carer Participation at Contact and Contact's Digital and Communication teams, or alternate contract holder, to co-ordinate key national messages and identify opportunities for shared communications

Publications

- Lead on developing communications materials, including the Annual Report
- Co-develop and distribute regular e-joint bulletins/newsletters to promote publications, program activities, events and other key information
- Oversee the management of a case study database

NNPCF / Contact conference and webinars

- Work with the conference planning group (includes Contact) to plan, deliver and review the annual conference
- Work with the Steering Group, Management Team and Contact to plan, deliver and review the webinars

Digital website

- Take responsibility for the development of website content.
- Post approved website content
- Publish regular scheduled updates (e.g. summary steering group minutes, monthly activity summaries, local area inspection announcements)
- Write and commission website content as appropriate to publicise the work of the NNPCF and relevant sector developments

Social media

- Manage and develop social media presence across Facebook and Twitter, and other relevant apps, sourcing and sharing newsworthy information from across the sector.
- Post approved social media content
- Monitor activity on social media platforms, alerting steering group and management team to any relevant activity
- Own, develop and implement NNPCF social media guidelines

Publicity and media

- Increase the Organisation's profile across media, and with influencers and other organisations
- Develop relationships with target media representatives to promote the key objectives of the NNPCF
- Write releases, articles and statements
- Respond to and/or sourcing the correct person to respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics
- Support other NNPCF staff with any communications required

Internal communications

- Own and maintain communications approach
- Monitor NNPCF closed social media groups ensuring the correct membership and compliance with group policies
- Ensure the communications approach facilitates two-way upward feedback from Forums to the Management Team and Steering Group
- Develop and maintain the NNPCF communication grid
- Analyse all aspects of communications on a quarterly basis and prepare a report for Steering Group on relevant communications activity including key messages and feedback from social media and other channels

Supplier management

- Manage relationships with suppliers of services essential to communication work, e.g. Conference/AGM, annual report

Finances

- Prepare and monitor annual communications budget

Other

- Take an active part in the NNPCF's external events
- Support NNPCF Steering Group and Policy lead on implementing surveys of membership
- Support the onboarding of NNPCF staff with relation to communications matters
- Support any fundraising, services, education and public affairs activities

- Participate in cross-functional projects
- Utilise timesheet tools and appropriate file sharing systems to record work schedules, reports of meetings and personal activities on behalf of the NNPCF

Additional information

The above list is indicative only and not exhaustive. This role will be expected to perform all such additional duties as are reasonably commensurate with the role.

Communications Lead Person Specification

Personal qualities

- Remains calm under pressure
- Exercises sound judgement
- Is fair, ethical and considered
- Can stand back and reflect before responding
- Can “read” people and situations quickly and effectively
- Able to demonstrate through their communications they understand and can support their target audience

Experience

Desirable

- Communication and marketing experience in the charity/SEND sector
- Media management experience and competency
- Experience of managing/supervising volunteers
- Campaign management experience

Knowledge and skills

Essential

- Sound knowledge and skills in using/exploiting digital and social media
- Excellent communication skills, proven in both writing and verbally
- Experience of working in partnership with other organisations
- Possess an excellent understanding of the needs of our sector and the PCFs
- Ability to work independently and as part of a small team
- An ability to deliver effective presentations
- Excellent organisational skills with the ability to manage own workload, work independently and achieve results without close supervision
- Experience of strategic and operational decision making
- Ability to write copy and press releases
- Experience of pulling together case studies through different mediums
- A commitment to work in accordance with the principles of equality and diversity
- A flexible approach and willingness to learn and develop



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Terms

The role will be reviewed annually, with the budget being set each year.

The post will involve lone working and working out of normal office hours. It will also involve some local and national travel and occasional over-night stays.