Role Profile

Communications Manager – General

Role Purpose

This role supports the development and delivery of our charity's internal and external communications strategies, positioning us as a high-quality care provider, employer of choice and leading voice within the sector. The post holder will support us to positively drive the external profile of Community Integrated Care, as well as keep our internal audiences engaged, informed and inspired, celebrating our values-led culture and fostering a sense of pride and belonging.

Key Accountabilities

Business Development and External Relations

- Working alongside our External Communications & Marketing colleagues, to identify newsworthy developments, stories, or profile-raising opportunities.
- To support in generating media coverage, promoting charity best practice, innovations and successes, to enhance our reputation in the sector.
- Working closely with the Head of Policy and Public Affairs to support the implementation of our organisational Influencing strategy.
- To work closely with the charity's Partnerships & Communities team to support the positive promotion of the team's initiatives, projects and opportunities.
- To support senior leaders with the development of engaging proposals, pitches and presentations for internal events as well as sector events and opportunities.
- To support the development of general marketing and event materials to support business development and growth opportunities.
- To provide support and advice to our regional teams, helping them best engage with their local networks and market our services, ensuring that our brand is professionally represented externally.
- Engaging with colleagues and people we support to identify award-worthy stories and achievements, developing compelling awards submissions and supporting people through the awards process.
- To support the delivery of the charity's social media strategy, creating engaging content and identifying opportunities to grow our reach, engagement and influence across key channels.
- To provide expertise and support with external recruitment content to ensure that we communicate our Employee Value Proposition in everything we say and do, to attract the best talent.
- To support External Communications & Marketing colleagues with occasional advice and guidance for leaders in responding to crisis management issues.
- To act as brand ambassador, ensuring that all output from the team is consistently on-brand and that all activity reflects our brand guidelines.

People

- To generate creative and compelling content for a range of communications channels, both print and digital, in a timely and impactful way (including magazine, press, website content, news items, brochures, corporate communications, e-newsletters, blog posts etc) to positively position the charity as a great place to work and be supported.
- To support Internal Communications & Engagement colleagues to plan and deliver colleague communication channels and events, including webinars and huddles, when required, to ensure a high-quality, informative and engaging communications cycle.

- To support the creation of internal communications strategies to support the successful delivery of our organisation-wide projects and programmes, ensuring colleagues understand their purpose, progress and impact.
- To support with the planning and execution of large-scale events such as awards or roadshows for our internal audiences, to foster a culture of connection and celebration.
- To develop and deliver internal communications campaigns to support awareness, engagement or behaviour change.
- To take responsibility for being the main Communications lead with wellbeing and EDI working alongside the charity's EDI and Wellbeing Manager to support with the delivery of awareness campaigns and plans.
- To provide leadership and direction for the Communications Coordinator in the effective delivery of reward and recognition initiatives and colleague voice activity, to create a consistently positive colleague experience.
- To work with colleagues and people we support to identify and develop person-centred stories that demonstrate the impact of our work and bring our charity's purpose and values to life.
- To champion the voices of people we support within communications activity, ensuring co-production and lived experience are reflected in campaigns, content and engagement initiatives.

Business strategy

- To develop communications plans and campaigns to support with the delivery of our strategic portfolio of programmes, projects and organisational change, across internal and external channels.
- To monitor and evaluate communications activity, using data, feedback and engagement insights to continually improve internal and external channels, campaigns and colleague experience.

Finance

- To manage external supplier relationships (e.g. video production agency, designers, printers) ensuring the provision of accurate briefs and ensuring all work is delivered on budget and within agreed timescales.

Leading and Managing a Team

- Set expectations and manage, monitor, coach and develop Communications Coordinator to ensure that they maximise their performance, meet the required standards, and continuously develop their capabilities and experience alongside general coaching and guidance for junior colleagues across the wider team.

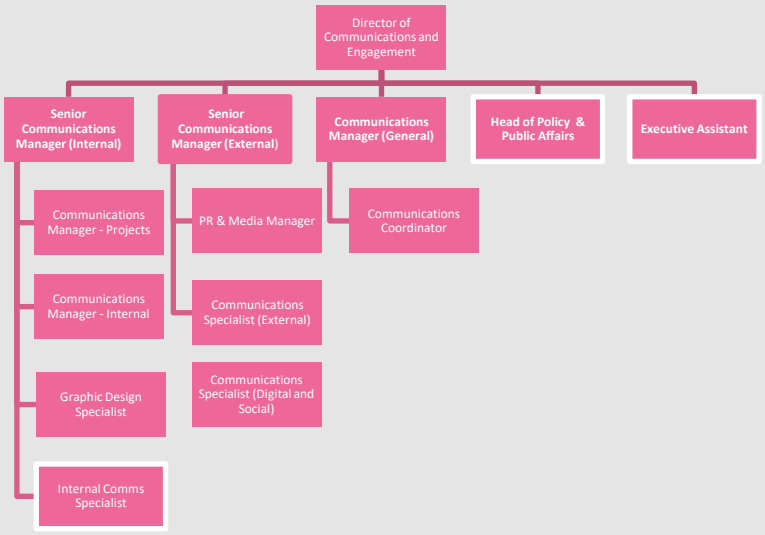
Scope and Geography	This is a national role.
Travel Expectation	There will be requirement to travel nationally and attend our Head Office in Widnes once a week (as a minimum requirement).
Collaboration	It is expected that the post holder will work proactively and collaboratively with the regional teams Operational Leaders, supporting Business Partners, Managers, and Specialists, and in addition will liaise with Support Services functions.
Budgets	This role will not have any direct budgetary accountability.

Best Life Possible Success Measures

Service Quality and Innovation	• Accountable for leading change initiatives across the team ensuring effective communication and change sustainability • New business is supported with communications activity which generates positive feedback from stakeholders
Career Opportunity	• Ensure the teams you lead have the right capabilities to deliver • Fostering a performance culture with the team(s) you lead, coaching teams to improve performance, and proactively managing underperformance • Ensuring alignment and clarity from organisational and department goals by leading teams to set objectives to deliver against key priorities • Improvements in team engagement scores
Sustainable Economics	• Positive momentum on Communications and People KPIs, including retention, recruitment and eNPS

- Delivery of project objectives within time, cost, and scope parameters, delivering quality results

Structure



Qualifications, Experience, and Knowledge

- Educated to Degree level, preferably within a relevant subject (Marketing, Communications etc)
- Professional qualification in Communications or Marketing desirable
- Evidence of continued professional development
- Previous experience in a communications role within a values-driven organisation
- Demonstrable experience of creating and implementing effective communications plans
- Proven track record of working with a wide range of internal and external audiences
- Experience of engaging employees across dispersed geography and diverse functions desirable

Competencies, Skills, and Abilities

- Excellent copywriter and content creator
- Brilliant communicator at all levels
- Innovative thinker and problem solver
- Creative and forward-thinking
- Ability to plan effectively and work in a timely and effective manner
- Meticulous attention to detail
- High integrity and accountability
- Self-motivated and results orientated
- Confident and competent in using AI appropriately to add genuine value to communications
- Able to build effective relationship at all levels
- Ability to effectively manage change and competing demands whilst maintaining high standards
- Be comfortable to be ‘hands on’ and be able to work at pace.
- Willing to be flexible in working hours and travel

Behaviours and Values

At Community Integrated Care “how” you approach your work is just as important as “what” you do. With that in mind, we have outlined the key behaviours that we look for at each level in our charity. This role aligns with level 3 in our guide to behaviour.

Job Evaluation