



Job Description

Title of Post: External Communications Manager

Responsible to: Project Manager.

The external communications manager is responsible for providing active and effective communications with the local community, the media and funding bodies. It is expected that, in collaboration with the project manager, and with the co-operation of the team members, the External Communications Manager will share and promote the purpose, achievements and vision of the organisation.

Main Responsibilities:

1. Developing high quality, effective and engaging communication strategies/plans for specific projects and campaigns within the aims and objectives of St Petrock's.
2. Working closely with the project manager to develop and build strong local community partnerships with a wide range of stakeholders including community groups, media and collaborative agencies.
3. Helping maintain and enhance good relations between St Petrock's, its clients and the local community.
4. Providing talks to community groups and acting as a spokesperson on the issues surrounding homelessness and the work of St Petrock's
5. Developing a programme of local fundraising events and support initiatives.
6. Developing high quality and engaging content for St Petrock's website, public relations and social media platforms.
7. Providing timely and accurate information, reports and analysis to the project manager to assist in the reporting and management of St Petrock's services.
8. Maintaining good working relationships with colleagues in other St Petrock's teams as appropriate.
9. Representing St Petrock's at external meetings as required.

PERSON SPECIFICATION:

Job holders are expected to demonstrate achievement in the following competencies and areas of knowledge and experience:

Competencies:

Service Focused	<ul style="list-style-type: none"> - Focuses on addressing organisational priorities and achieving trust and mutual respect between different parts of the organisation - Able to represent St Petrock's effectively to all internal and external stakeholders - Works effectively in partnership with others - Strong commitment to clients and the belief that they can make real and lasting changes in their lives - Portrays the organisation in a positive light
Clarity of Purpose	<ul style="list-style-type: none"> - Delivers objectives and targets linked to the communication strategy and other organisational priorities - Establishes clear priorities, a practical framework for achieving them and keeps issues in proportion - Focuses on quality, impact and outcomes/results - Exercises a good level of judgement and is confident in decision making - Takes ownership for decisions that affect self, others and the organisation, within their range of responsibility
Embracing Change and Innovation	<ul style="list-style-type: none"> - Contributes to continuous organisational improvement - Understands the need for change; responds positively and actively contributes to that change - Is responsive, flexible and positive - Is creative and innovative and able to bring improvements in systems and practices
Team Working	<ul style="list-style-type: none"> - Maximises the contribution of self and others to the organisation - Provides constructive and positive feedback to colleagues - Is supportive of others and shares knowledge, ideas and resources - Listens to others and shows sensitivity to their needs, positions and points of view - Sees productive conflict as normal and healthy and effectively handles disagreements and differences of opinions - Motivates and inspires others
Effective Communication	<ul style="list-style-type: none"> - Respectful and courteous - Uses appropriate methods of communication - Clear with own boundaries as well as those of others including service

	<p>users</p> <ul style="list-style-type: none"> - Able to communicate effectively with different individuals and partners including clients, colleagues, partners and members of the local community - Able to collect, collate and present relevant information based on research, knowledge, experiences of self and others in a form that is appropriate to the target audience
Efficiency and Effectiveness	<ul style="list-style-type: none"> - Plans work efficiently to maximise effectiveness - Takes action to promote a positive working environment - Plans, prepares and reviews own work and identifies potential future problems - Consistently performs to a high standard and takes action to solve problems in a timely manner - Conscientious and professional - Tact and discretion for dealing with confidential information
Managing and Developing Self	<ul style="list-style-type: none"> - Self critical and reflective - Emotionally resilient and develops ways to manage stress and pressure of the job - Identifies learning and development needs to enhance performance and contribute to the achievement of the organisation's objectives - Assesses and continually develops own competence, seeking and accepting feedback from others

Knowledge and Experience:

Knowledge, Skills and Experience	
	<ul style="list-style-type: none"> a) Strong and demonstrable experience of delivering communication strategies at a senior level. b) Previous experience in a public relations, marketing, planning or digital communications environment. c) A communications qualification in marketing, communications, public relations or journalism (desirable). d) Excellent written and verbal communication skills with experience of presenting information to a wide audience. e) Ability to make effective use of a range of social media platforms, network and establish

<p>good working relationships with community groups, media, colleagues, other stakeholders and to work well within a team.</p> <p>f) Ability to work independently using own initiative whilst remaining accountable to line management.</p> <p>g) An understanding of the causes and effects of homelessness.</p> <p>h) Awareness of the political and social factors that affect the welfare of the client group.</p> <p>i) Awareness of current, relevant legislation and the impact of that legislation.</p> <p>j) An honest, reliable, flexible and creative approach.</p> <p><i>To be demonstrated at interview</i></p> <p>a) The ability to deliver creative and compelling communications strategies to key audiences.</p> <p>b) An understanding of what is required to build effective and lasting relationships with local community groups, media contacts and other professionals and organisations.</p>

Limitations applicable to this post:

This is a permanent contract subject to funding

Remuneration:

The salary range for this post is £26,403 to 28,365 pro-rata p.a.

Salaries are paid monthly in arrears, by the last day of each month and are paid by bank transfer.

Hours of work:

The normal hours for this post are 17 per week agreed between the hours as noted below.

Mon – Fri – 8.30 a.m. to 4.00 p.m.

A 1/2 hour lunch break will be taken daily between 1.15 p.m. and 2 p.m. (Wednesday's 12.15 p.m. to 1.00 p.m.).

Work may involve occasional early mornings, evenings and weekends.

Time off in lieu (TOIL) is allowed for work done beyond the normal weekly hours. Any TOIL accrued will normally be taken off within one calendar month.

Pension:

All staff are entitled to join the St Petrock's (Exeter) Ltd Pension Scheme and receive contributions ranging from the equivalent of 2% to 5% of his/her basic salary from the employer to this scheme, provided this is matched by a the appropriate staff contribution to this scheme equivalent. Full details of the scheme are available from the appointed pension advisor .

Annual Leave:

25 days pro-rata per year with an additional day for every year in employment to a maximum of 30 days.

If you would like to visit the project and discuss the post further, please contact the project manager, Mel Hartley on 01392 422396 or email mel@stpetrocks.org.uk.