



JOB DESCRIPTION

COMMUNICATIONS AND OPERATIONS DIRECTOR

Job details

Location:	AFF Central Office, with travel to meetings as required
Reporting to:	Chief Executive
Hours:	37.5 hours per week, to be worked during normal working hours, Monday to Friday (some flexibility will be required - see 'Special circumstances of the post' below for further information)
Salary:	£18.31 per hour (£35,702.55 per annum)

Job purpose

As the AFF communications expert the post holder will be accountable for developing and delivering the overall communications strategy and annual communications plan (internal and external). Ensuring that the AFF profile is raised and maintained with families and chain of command. The post holder will also have overall responsibility for the central office operations team, which includes health and safety, data protection/GDPR, IT, as well as the provision of efficient and timely administration support to the wider organisation.

This will be achieved through the effective leadership and management of the creative and operations team. As part of AFF's Executive Management Board (EMB), the role is pivotal in supporting the Chief Executive in achieving AFF's strategic aims.

Job responsibilities

Responsibilities of the post include:

- Leadership and management of Communications and Operations Teams, including recruitment, induction, timely performance reviews, personal development and regular communication
- Ensure compliance with GDPR and health and safety legislation
- Development and delivery of AFF Communications strategy
- Membership of AFF's Executive Management Board (EMB), working to develop the organisational Business Plan and AFF campaigns
- Ensure adherence to HR policy and process to mitigate risks to AFF
- Setting and managing the Team budget
- Liaising with Army and Defence Media to ensure an AFF lead on messaging families on family issues and entitlements
- Providing governance of AFF's online messaging service (website and social media), monitoring and responding to digital communication opportunities and developing digital capability in line with organisational objectives
- Delivery of integrated campaigns to promote and publicise AFF surveys and research
- Building relationships with commercial organisations, corporate donors and charitable trusts to secure stakeholder engagement including sponsorship and prizes
- Liaison with media outlets, as required, and specifically to arrange media interviews for the Chief Executive
- Representation of AFF and pertinent issues in local and national media in conjunction with the Chief Executive
- Monitoring media and political output, responding as necessary in agreement with the Chief Executive

Self-development, team-working and conduct

All staff members should:

- Undertake appropriate personal development, and maintain and develop skills and knowledge as determined by the Performance Review process and in contact with your line manager (subject to the availability of resources).
- Monitor and maintain a safe working environment and working practices, at all times, and report any health and safety issues or risks to the AFF H&S point of contact.
- Work as a positive team member, in accordance with AFF's Equal Opportunities and Dignity at Work policy and procedures.
- Behave in a professional manner at all times, reflecting and maintaining AFF's Core Values, and generating a positive image of AFF to all stakeholders.
- Adhere to all AFF policies and procedures to ensure these are maintained at all times.

Knowledge, skills and experience needed for the job

- All applicants must be eligible to work in the UK.

ESSENTIAL	
Proven track record in leading and managing teams	
In-depth knowledge of effective communication strategies/techniques with a proven ability to deliver	
Proven experience of working in a senior communications role or equivalent	
Strong writing and communication skills with the ability to interpret requirements and translate into action	
Proven ability within brand management and the implementation of all collateral including group brand guidelines, brand communications and budget expenditure	
Experience of delivering an internal or external communications campaign	
Experience of working with the media, in particular managing content for radio and newspapers	
Experience of giving radio and/or TV interviews	
Knowledge and experience (in an employment context) of e-communications, including social media platforms	
Experience of managing and developing web content	
Ability to plan strategically and identify opportunities	
A keen interest in the welfare and quality of life for Army families	
DESIRABLE	
Strong presentation skills; experience of public speaking	
Fund-raising experience	
Contract management experience	
Understanding of chain of command structures	
An understanding of the impact of military and Government policies on Army families	
Report writing capability, writing for ministerial level (e.g. 1-page briefs)	

What we do for you

When do I work?	During normal working hours, between 9am and 5pm, Monday to Friday.
Does AFF pay overtime?	We don't pay overtime, but we do operate a Time Off in Lieu (TOIL) policy.
How much holiday do I get?	We give all staff 30 days' holiday a year plus public and bank holidays (we adjust this pro-rata if you work fewer than 5 days per week).
How will AFF review	A pay committee, made up of Trustees and the Chief Exec (with contributions from senior managers), reviews pay

my salary?	annually.
Will AFF help me save for the future?	Yes! AFF has a workplace pension scheme, which any staff member can sign up to (staff earning more than £10,000 per annum must be automatically enrolled into the workplace pension scheme).
How will AFF help with my development?	Your induction will include time with your line manager, and possibly work shadowing. We offer comprehensive internal training (1-2 times per year) and you will receive an annual Performance Review with your line manager.

Job context and other relevant information

- References will be taken up on appointment
- The successful applicant must be prepared to travel to meetings as required, and to attend staff training events, usually held in Andover or London, and may involve overnight stays
- There will be a six-month probationary period and you will be required to sign an agreement that you will abide by the AFF Confidentiality Policy as part of your contractual obligations.

Army Families Federation is a charitable incorporated organisation registered in England and Wales with registered charity number 1176393 and a charity registered in Scotland with registered charity number SC048282 having its principal office at IDL 414, Floor 1, Zone 6, Ramillies Building, Marlborough Lines, Monxton Road, Andover SP11 8HJ