



## JOB DESCRIPTION HEAD OF COMMUNICATIONS

### Job details

<b>Location:</b>	AFF Central Office, with travel to meetings as required
<b>Reporting to:</b>	Operations Director
<b>Hours:</b>	37.5 hours per week (to be worked during normal working hours)
<b>Salary:</b>	£30,000 per annum

### Job purpose

As the AFF communications expert the post holder will: lead the organisation's communications activities, developing and delivering the overall communications strategy and annual communications plan (internal and external); ensure that the AFF profile and influence is raised and maintained with families and chain of command and; ensure that our research and policy work has a wide impact.

This will be achieved through the effective leadership and management of the communications team. This role is pivotal in supporting the organisation and the Executive Management Board's (EMB) strategic aims.

### Job responsibilities

Responsibilities of the post include:

- Leadership and management of Communications Team
- Development and delivery of AFF Communications strategy
- Setting and managing the Communication team's budget to ensure it operates effectively within the wider AFF budget
- Liaising with Army and Defence Media to ensure there is an AFF lead on messaging families regarding 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
- 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
- Deliver an effective internal communication plan to ensure the organisation is well up to date with the different streams of work going on.
- Attending and participating in AFF meetings, training and events (the latter as appropriate)
- Any other duties appropriate to the post, as required by the needs of the organisation from time to time

## 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 communication 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
Experience of delivering an internal or external communications campaign

Experience of working with the media, in particular managing content for radio and newspapers
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
<b>DESIRABLE</b>
Strong presentation skills; experience of public speaking
Fund-raising experience
Contract management experience
Proven ability within brand management and the implementation of all collateral including group brand guidelines, brand communications and budget expenditure
Experience of giving radio and/or TV interviews
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

<b>When do I work?</b>	During normal working hours, between 9am and 5pm, Monday to Friday. You may be asked to work additional hours from time to time as may be reasonable to fulfil your role, which may include travel and overnight stays.
<b>Does AFF pay overtime?</b>	We don't pay overtime, but we do operate a Time Off in Lieu (TOIL) policy.
<b>How much holiday do I get?</b>	We give all staff 30 days' holiday a year plus public and bank holidays (we adjust this pro-rata if staff work part time hours). PLUS, staff are encouraged to take the day off on their birthday as an additional day's paid leave.
<b>How will AFF review my salary?</b>	A pay committee; made up of Trustees and the Chief Exec (with contributions from senior managers), reviews pay annually.
<b>Will AFF help me save for the future?</b>	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).
<b>How will AFF help with my development?</b>	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 within the UK to meetings as required, and to attend staff training events, some of which may require 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