

DIRECTOR OF COMMUNICATIONS

Duration:	Fixed Term – 12 months (Early Moments Leave cover)
Salary:	£102,000 per annum
Job Level:	Level 1
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic: This role involves indirect work with children
Team:	Communications Department
Reports to:	Chief Marketing Officer
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE ROLE

The Director of Communications is a pivotal role of great breadth and scope for inspirational leadership at UNICEF UK. Reporting into the Chief Marketing Officer, it sits alongside the Marketing and Soccer Aid for UNICEF teams to drive income and leverage influence to create a lasting impact for children.

The role oversees a team of 40 people across the Media Relations, Ambassador Relations, Organic Social Media and Creative Content teams, including 5 direct reports. It is responsible for creating and delivering ambitious strategies and plans, managing UNICEF UK's external voice by driving compelling ways for existing and future audiences to engage in UNICEF's work through earned and owned communications. It plays a key leadership role within the organisation's Extended Leadership Group and has a close working relationship with the Chief Executive, as well as colleagues across the organisation and at global UNICEF.

The Director of Communications leads the department to drive agenda-setting strategic communications work, as well as working with teams across the organisation to deliver influence, income and impact for children. The role is responsible for safeguarding the reputation of UNICEF UK, using foresight and robust planning to identify and mitigate any major communications risks and managing any communications crises that may arise.

WHAT WE WILL EXPECT YOU TO ACHIEVE

- Organisational leadership as a member of the Extended Leadership Group, including role modelling our values in all areas of work in line with [Our Shared Commitment](#) to ensure we have the inclusive and diverse teams and culture needed to deliver our strategy.

- Advise, guide and support the Chief Executive and Extended Leadership Team on all matters of communications, reputation and brand. Identify and mitigate reputational risks for the organisation, working closely with the Head of Media and Executive Team to ensure crisis plans are robust.
- Lead the Communications department to deliver best in class media coverage, engaging social media, manage the high performing ambassador programme and inclusive and compelling creative content. Set and meet ambitious plans and targets that help deliver a trusted, credible and engaging brand, as well as income and influence objectives.
- Line manage 4 team heads within the communications department, fostering an inclusive team culture that focuses on talent retention, development and high performance.
- Work closely with the Chief Marketing Officer, Director of Marketing and Director of Soccer Aid to lead the Public Engagement directorate in a values-led way that inspires others to do the same. Drive cohesion across the directorate to ensure communications, brand and fundraising integration across all public engagement work.
- Drive effective communications and cross-organisational strategic planning and deliver to budget. Identify and resolve blockers and critical enablers so that the Communications teams are set up for success to deliver against strategic goals.
- Lead and champion an organisational shift in inclusive and anti-racist storytelling across narratives. Ensure UNICEF UK continues to be child-led in its storytelling, aligned with its values, responsive to the external environment and engaging key audiences with the charity's core purpose.
- Represent UNICEF UK externally and deliver strong working relationships across the organisation and with global UNICEF colleagues and offices. Lead on key external stakeholder relationships within the sector, the media and agencies to drive long term engagement and commitment.
- Keep up to date with key sector trends and issues, ensuring that these are communicated within the organisation where appropriate and opportunities are maximised.
- Be willing to work outside of normal office hours where required as part of the role and on call evenings and weekends.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Communications:

- Presents complex and difficult messages clearly and with impact.
- Anticipates and responds to the needs of an audience, adapting content, style, language and the use of channels to deliver maximum impact.

Creating and innovating:

- Scans the external environment for trends, insights, ideas and best practice that could benefit UNICEF UK's work.

Decision making:

- Makes decisions within agreed parameters and is accountable for own actions.
- Sensitively decisive, taking time to consult with relevant stakeholders before making and communicating clear decisions and the reasons for them.

Leadership:

- Promotes a results focused culture, engaging and guiding others to achieve ambitious goals.
- Creates and encourages a cross-organisational team work and collaboration, acting as a visible role model.
- Translates strategic direction into medium and long term plans and objectives for own department.
- Monitors developing conflicts such as excessive demands on people and resources and proactively addresses them.

Positive relationships:

- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge.

Resilience:

- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

Supporter driven and mission aligned:

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Relevant experience

- Experience of leading and managing large, multi-disciplined communication teams to deliver strategic results.
- Creating, developing and implementing integrated communication strategies to meet organisational objectives, cultivating significant high profile relationships and demonstrating impact and value for money.
- Significant senior leadership and project management skills experience, demonstrated through delivery of transformational change and relationship management.
- Values-led approach to leadership and team management, demonstrable through actions and approach to problem solving.
- Multimedia experience, with knowledge and demonstrable skills in digital innovation. The desire to model great communication through channels such as social media, and enthusiastic about the impact digital communications can have.
- Proven experience managing high profile media campaigns as well as managing media in a crisis.

- Proven experience of managing crisis communications for an organisation, including senior stakeholder management to protect reputation and brand.

Specific knowledge and skills

- A strong understanding and in-depth knowledge of current trends in communications, and the interface between media, PR and politics and society.