

JOB DESCRIPTION

Title	Head of Communications
Grade	26-30
Department	Communications Section
Reports to	Deputy General Secretary
Date	January 2024

JOB PURPOSE

Under the guidance of the Deputy General Secretary to be responsible for the strategic direction and output of the communications section and direct line management of all team members. The postholder will lead on proactive public relations and press activity, procurement, budget management, staff development and in ensuring full coverage across all channels.

MAIN DUTIES

1. To have overall responsibility for the activities of the communications section and to ensure that output is coordinated and managed through a grid system or similar.
2. To ensure a high-quality standard of content is maintained across all channels from press to social media with a specific focus on impactful design, member engagement and inspiring messaging.
3. Provide strong leadership and strategic plans for the development and delivery of print and digital communications.
4. To lead on team projects ensuring the project aligns with departmental and union strategies. To provide project scoping, planning of operational and logistical management and liaison with other departments and outside agencies as required.
5. To have overall responsibility for ensuring accuracy and consistency of messaging. To be responsible for liaison with the General Secretary as spokesperson for the union under its Rules.
6. To ensure the activities of the communications section align with the priorities and objectives set by the union annually. To ensure all communications section activities are relevant and appropriately targeted through maintaining regular contact with industrial teams and teams in the nations and regions.
7. To take full budgetary responsibility for the work of the communications section. With the AGS (Finance & Operations) assess and develop modelling for predicting future needs.

8. To report to the Council and the Secretariat on communications trends, statistics, policy and projects relevant to the work of the section and provide relevant data to colleagues as appropriate.
9. To communicate strategic priorities and direction to the communications team and ensure the team's work is aligned with the overall strategic direction of the union.
10. To build strong collaborative working relationships across all departments and foster discussion of strategic and operational issues to ensure alignment.
11. To ensure the union's journal, merchandise and other materials are produced in a timely, cost effective fashion and to a high standard reflecting the union's mission, vision and values.
12. To manage the relationship with relevant suppliers and when appropriate to lead on the tendering and procurement processes for relevant suppliers.
13. To take responsibility for review and redevelopment of services such as our website and to investigate new and emerging communication tools, assets and services.

GENERAL DUTIES

1. To be fully conversant with the union's IT system relevant to the post. To create own correspondence, access databases and use the union's email. To be responsible for creating and maintaining an effective filing system. To be able to track all written correspondence and respond to all complaints/enquiries.
2. There may be occasional evening and weekend work.
3. To undertake any other duties commensurate with the grade.
4. To maintain the confidentiality of information and abide by the provisions of the Data Protection Act 2018 and GDPR
5. To undertake all duties within Health & Safety regulations/policy.
6. To undertake all duties with due regard to the Equal Opportunities policies of the union.

PERSON SPECIFICATION

1. They should be able to demonstrate their commitment to, and relevant experience of living, Equity's vision, mission, and values.
2. They should be committed trades unionists with clear solidarity, empathy, and interest in Equity's members and their work from an industrial perspective.
3. They should be inspiring leaders, who show compassion and fairness in line managing staff in a transparent and accountable way.
4. They should be collective strategic leaders who can show that they work with colleagues of every level in a collaborative way.
5. They should be able to demonstrate how they can build rapport with activists at every level of the union.
6. They should be able to work at pace, and be available at all reasonable times, in a modern trade union with minimal administrative support.
7. They should have a proven ability to work and lead a team both in person and remotely.
8. They should show clear ability to start projects with their own vision, follow direction to fulfil the vision of others, and be able to work imaginatively within the policies set by Equity's members.
9. They should be forward thinkers, who can show that they anticipate future problems, whilst ensuring that the areas within their remit are managed effectively.
10. They should be honest, diplomatic, and persuasive communicators, and show these skills in use within the union's staff and activists.
11. They should be able to present information clearly to an inexperienced audience, and demonstrate how they take constructive criticism from lay members to improve their performance, and the performance of the organisation.
12. They should have clear knowledge of current trends and developments within their own area of expertise.
13. They should be able to demonstrate an ability to identify and optimise resources, whether financial, personnel, activist or otherwise, to maximise union leverage and industrial power.
14. They should be able to show how they build honest relationships with external bodies, including those with whom the union has conflict, to further the union's policies and objectives.