

Role profile & Person Specification

Director of Strategic Communications



Title:	Director of Strategic Communications
Reports to:	CEO
Management of:	Press and Public Affairs Manager, Campaigns Manager
Salary:	£40,000 - £45,000
Contract:	Full time, permanent

Role Profile

Role purpose

The Director of Strategic Communications will:

- Create and lead a strategic communications strategy which:
 - Shapes public narrative about the impact of leaving the EU and the need to rebuild our relationship with the EU step by step, and which over time creates the conditions within which rejoining the EU is political possible
 - Supports EM's transformation into a mass membership operation
- Quickly grow profile, reach, and influence, positioning EM as the authoritative cross-party, pro-European voice in British politics
- Build a high performing communications, campaigns, and public affairs operation

Key contacts

- All staff, the Chief Executive, and the Executive Committee
- Ambassadors and Political Advisory Committee representatives
- Journalists and media organisations
- Politicians and their offices
- Storytellers, campaigners, and local branch chairs
- Representatives of partner organisations and other pro-European groups

And any other contacts required within the scope of the role.

Key responsibilities

Communications

- Develop and lead a strategic communications strategy to support EM's political and membership objectives, and to build engagement, profile, credibility, and influence
- Develop and continually iterate data-driven, political campaign messaging informed by robust audience insights
- Oversee the development of effective digital and offline campaigns that drive engagement and deliver real impact, either by shifting political and public opinion or influencing change in the government's policies post-Brexit.
- Lead and evaluate European Movement's day to day press, public affairs, and campaigns activity
- Design and either oversee, deliver, or commission a range of comms and campaigns outputs as required – eg press releases, briefings, reports, letters, statements and blogs for the EM and its spokespeople
- Maintain and share strategic overview of UK and EU policy and political environment to inform campaigning priorities and opportunities to influence public policy in line with our political objectives
- Provide media and political briefing to European Movement's CEO, ambassadors, and spokespeople and prepare them for media interviews and speaking engagements
- Establish a strong network of national media contacts, parliamentarians, civil servants, industry, and civil society leaders in the UK and the EU, and represent the organisation externally
- Identify opportunities, issues, and risks relating to our external communications and campaigns, or the external environment, and advise the CEO and Executive Committee of mitigating action
- Commission a review of EM's brand, implement the refreshed brand, and ensure its ongoing development and consistent application

General

- To provide strong, effective leadership to the Communications and Campaigns team and contribute to the wider operational leadership of the European Movement UK
- To ensure all staff in the team have clear objectives, regular support and supervision, annual appraisal, and that line management within the team is consistent and reflects EM's policies and procedures
- To manage volunteers and external consultants where appropriate, in line with organisational policies and best practice
- To report to the Executive Committee and sub-committee meetings as necessary
- To take personal responsibility for and work proactively to deliver changes to culture, structure, and processes in order to promote equality, diversity, and inclusion across the European Movement UK

These duties may be subject to change over time.

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Person Specification

Key competencies

- Sharp political judgment
- Creative storyteller, with an eye for a good story
- Campaigner at heart, with an instinct to mobilise and engage
- Excellent written and verbal communication skills
- High-level skills in negotiation, influencing, and persuasion
- A flexible team player
- Can work effectively under pressure and manage competing priorities
- Commitment to pro-European values

Essential criteria

- Impressive track record of leading communications strategy to grow an organisation's profile or engagement, and to achieve a political or social change objective
- Strong understanding of the UK's media and demonstrable experience of use of a variety of tactics across a range of channels to influence the media agenda
- A decisive editor, and a reliable guardian of EM's accuracy, style, and tone of voice
- Experience of leading effective change campaigns, using digital and offline techniques to engage supporters and a range of tactics to influence policy or public opinion
- An established network of media contacts ready to put to use
- Excellent understanding of Parliament, Whitehall, local government and politics, and an established reputation as a credible advisor on policy or political matters
- Experience of building effective working relationships and communicating well with people at all levels
- Knowledge and experience of measuring the impact of communications and campaigns strategies
- Proven ability to effectively manage teams and people through leadership, motivation, and support
- Strong understanding of the politics and policy related to Brexit and the EU
- Experience of developing and leading strategic partnerships and/or collaboration across organisations and with other sectors
- Effective IT skills, including Microsoft 365

Desirable criteria

- Experience of leading brand development work
- Experience of reputation management and crisis management comms
- Experience of policy development and policy influencing
- Experience of reporting to a board
- Experience of working in a volunteer-led organisation

Other Information

Location

This role can be office or home-based. The postholder will be required to contribute fully to team activity which, subject to COVID-19 restrictions, may require regular attendance at the office in Central London (Chancery Lane).

Flexibility

This role is full time with core hours between 10 and 4pm. Our office operates with a flexible working arrangement with flexibility about how those hours are distributed across the working week once agreed with your Line Manager.

Once agreed, the postholder will be expected to keep to an agreed working pattern, contribute to team meetings, and on occasion be willing to flex hours.

The post-holder will be responsible for out of hours media handling.

Diversity

The European Movement UK is committed to improving the diversity of our team.

We welcome applications from all candidates, but would welcome applications in particular from women, working parents, and from BAME and disabled candidates, to improve representation in these areas. We are taking steps to help us attract a wider range of candidates, including adopting a more inclusive recruitment process, offering the role on a flexible, part time basis, and being flexible on the location of the role.

Please let us know if you require any other adjustments in order to apply for this role.

How to apply

To apply for this role, we would like you to send us the answers to three questions and to share a copy of your CV.

Please access the questions and upload your CV by clicking the link at:

https://www.europeanmovement.co.uk/vacancy_director_of_strategic_communications

The deadline for applications is **9am on Monday 12 July**.

Interviews will be held during the **weeks beginning 19 July**

The questions we ask aim to provide the recruitment panel with a good overview of your experience and skills and how they relate to the key requirements for the role. The panel will score the answers to these questions 'blind' (without knowing other information about the candidates). We will only review CVs once we have scored candidates on the questions.

You can find out more about why we are using this recruitment method [here](#).

If you would like to talk to a member of the team before you apply, we would be very happy to share more details about the role and our recruitment methods. Please contact the office to arrange this on **scott.daniells@europeanmovement.co.uk** or **020 8126 0247**.

IMPORTANT – DIRECT APPLICATIONS ONLY. NO AGENCIES!