

JOB DESCRIPTION – DIRECTOR OF COMMUNICATIONS

JOB SPECIFICATION

Job Title:	Director of Communications
Responsible to:	Chief Executive
Salary:	£50,000-£70,000 per annum
Benefit:	8% Employer's Pension Contribution
Tenure:	Permanent contract
Hours:	Full time 40 hours per week
Location:	Lib Dems Headquarters, 8-10 Great George Street, Westminster

Purpose of job

The Director of Communications is responsible for the oversight and management of the Liberal Democrat brand and communication across the United Kingdom.

The successful candidate will have a clear vision for the Liberal Democrats' offer as a political party, clearly distinguishing the party as a force at all levels of government.

The Director of Communications will be expected to help design a clear message to steer the party back to strength over the next decade. The Director will show strong leadership and clear guidance with the ability to hit the ground running, looking at the immediate challenges ahead, but also have a vision for the future with the ability to grow and implement new ideas.

The Director will be responsible not just for creating the party brand, but will engage both internal and external stakeholders and audiences to ensure an integrated communications strategy. He/she will be responsible for the teams that deliver this message in print, online and broadcast media and through policy development.

The position will demand a high level of organisational skills and an ability to develop people in a fast-paced environment. At least five years of experience of working in a political or advocacy environment is essential.

Key Responsibilities

1. Lead the Press Office, Digital Content team and Policy Unit at LDHQ, ensuring both proactive and reactive delivery of the party's communications strategy
2. Provide a key link to the Liberal Democrat Parliamentary Adviser Unit
3. Design a clear and effective brand and message for the Liberal Democrats, and ensure delivery at all levels of the party (working closely with the Director of Campaigns and Elections)
4. Work closely with the Leader's Chief of Staff and Spokesperson to create a positive brand for the Party Leader
5. Work closely with the Director of Campaigns and Elections to ensure Liberal Democrat messages and campaigns are supported by evidence (as resources allow) and delivered at all levels
6. Work closely with the leadership of the Party and other key stakeholders to ensure a unified approach across the whole party
7. Work alongside other Directors to achieve specific goals on elections, campaigning, membership and fundraising
8. Work closely with the party management in both Houses to support current Members of Parliament
9. Formulate and monitor the directorate budget

PERSON SPECIFICATION

This position would suit a dynamic, highly-organised individual with sound political judgement and who thrives in a fast-paced and often pressured environment.

The Director of Communications will have experience in a business to consumer, political or advocacy environment, and will have a track-record of delivering a clear brand or message.

They will be able to demonstrate excellent media handling skills.

The successful candidate will have a clear vision and understanding of what the Liberal Democrats stand for, and what they offer as a political party.

They will be able to show strong political judgement, a hunger for the fight, and the willingness to go above and beyond the expected, while inspiring others to do the same.

The Director must have excellent political judgement, and the ability and confidence to advise others on communicating the Liberal Democrat brand. They must have an ability to inspire confidence at all levels of the party and with significant external stakeholders.

The successful candidate will have a strong understanding of running a multi-channel communications operation, and will be confident with delivering a brand through online channels.

We are looking someone who is able to hit the ground running, and will take a vital, leading role in adapting for a new era for the Liberal Democrats, as well as a willingness to challenge orthodoxy and take bold steps to deliver an innovative communications strategy.

Essential Skills and Experience

The ideal candidate will be able to show knowledge of, or previous relevant experience that demonstrates:

- A strong record of leadership and delivery in the political advocacy or business to consumer environment,
- An ability to manage and lead a team of full-time staff and assess performance against agreed objectives,
- Clear political judgement and a strong hunger for the fight,
- An ability to direct and instruct others, and negotiate differing points of view,
- A clear understanding of the current political situation in the UK,
- Confidence, knowledge and experience of directly briefing and advising senior politicians and senior external stakeholders,
- Experience of managing and monitoring a departmental budget,
- A clear commitment to the ideals and values of the Liberal Democrats,
- Credible and relevant media experience, including experience of the press gallery and political broadcast media.
- An ability to deliver a multi-channel communications strategy, including through social media

Desirable skills and experience

- Digital skills (advertising, segmenting and digital targeting) to drive earned and paid for digital media coverage.

APPLICATION PROCEDURE

Please forward your up to date CV and a brief covering note to sarah.morris@libdems.org.uk by 12 noon Monday 20 November 2017.