

JOB DESCRIPTION

Job Title	Director of Communications and Policy
Reporting to:	Chief Executive
Responsible for:	Head of Communications Head of Campaigns and Public Affairs
Location	London
Hours	Hybrid & Flexible working arrangements supported
Salary Band/Grade	Fixed Salary £85,000
Duration	Permanent

Background Information

The UK's population is undergoing a massive age shift. In less than 20 years, one in four people will be over 65. The fact that many of us are living longer is a great achievement.

But unless radical action is taken by government, business and others in society, millions of us risk missing out on enjoying those extra years.

At the Centre for Ageing Better we want everyone to enjoy later life. We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities.

We are a charitable foundation, funded by The National Lottery Community Fund, and part of the government's What Works Network.

The Centre for Ageing Better is committed to being an inclusive and anti-racist organisation.

We are striving to create an organisation that reflects our society and the communities we serve. A workplace where everyone feels empowered and where diversity of background and thought is celebrated. We know there is more work to be done and are committed to continuing to improve our practice around Equality, Diversity and Inclusion.

Job Purpose

Enable Ageing Better to deliver to influence the attitudes and actions of a wide range of stakeholders including national and local government, public, private and voluntary organisations and the wider public. Specifically, oversee the development and delivery of integrated communication campaigns, increase Ageing Better's reach through media and digital channels, engage key audiences directly through events, and deliver highly effective and targeted stakeholder engagement to change policy and practice.

The postholder will help shape and deliver a refreshed strategy including campaigning, digital development, public affairs, media presence and public engagement.

Specific duties and responsibilities

- Lead and manage a highly motivated and effective team that has the skills and capabilities to efficiently commission/ deliver a broad range of communication activities to support the organisation to shape and deliver its strategy and plans including campaigns, publishing, digital and web, media, public affairs, stakeholder engagement, and events.
- Develop and deliver a clear external communication strategy aligned with the aims and priority goals of the strategy and work proactively and collaboratively with other Directors to ensure that there is strategic fit between Ageing Better's communications and external affairs priorities and programmes and priority goals.
- Ensure that Ageing Better's work influences attitudes and actions of a wide range of key stakeholders and the public, by developing a bold voice and strong messaging and calls for action including more targeted policy asks
- Increase Ageing Better's profile and reach through media and digital channels and a programme of high profile events, increase awareness of the organisation and ensure its reputation is maintained and enhanced.
- Oversee a wide range of communication activities designed to change hearts and minds not only of policy makers and leading decision makers but also the public and ensure Ageing Better is able to demonstrate the impact of communications on awareness, attitudes and actions of key audiences
- Provide strategic leadership for the organisation on all matters of communication: brand, reputation, marketing, stakeholder engagement and partnerships, digital, press & public affairs, and publishing.
- To develop the Ageing Better's approach to influencing other organisations, including decision makers at national and local level, to help secure change, and establish Ageing Better as a credible and authoritative voice on ageing issues.
- To ensure that Ageing Better's engagement with key stakeholder organisations is effective and regularly reviewed and that relationships are actively managed by staff across the organisation.
- To develop the Ageing Better's approach to brand strategy and ensure a positive, consistent and brand-compliant image internally and externally.
- To continue to improve and develop digital communications platforms (including website and other digital channels) and to extend our reach and profile.
- To work with the Director of Evidence on developing high impact formats and products for sharing our knowledge that meet the needs of our audiences.
- To act as spokesperson and representative of the Ageing Better.

Corporate leadership

- As a member of the Executive Team contribute to the corporate leadership and management of the organisation, including attending Board meetings and preparing and presenting papers to the Board.
- As a member of the Strategic Leadership Team provide collective leadership and contribute at a strategic level to the development of Ageing Better's programmes of activity working collaboratively with other Directors.
- Ensure the effective use of resources, value for money in procurement, manage budgets effectively and ensure information is provided to support effective monitoring and management of finances and activities.

- Demonstrate a commitment to Ageing Better’s values and principles and demonstrate behaviours consistent with these
- Ensure that Ageing Better’s communications recognises and reflects the diversity of the ageing population and draws on the views of people with lived experience

Act in line with Ageing Better’s principles and values

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values
- Undertake any other roles or responsibilities that may be reasonably required

Person specification

Criteria	Essential	Desirable	How identified & assessed
Knowledge / Skills			
An appreciation of how communications can be used to have impact and influence	✓		Application and interview
An understanding of a range of campaigning methods and how these can be used to bring about change	✓		Interview
Able to develop, maintain and manage an innovative brand to maximise reach, impact and influence	✓		Application and interview
Strong ability to build networks and rapport with senior level influencers	✓		Application and interview
Ability to build positive partnerships and alliances across a range of internal and external stakeholders	✓		Application and interview
Outstanding leadership and people management skills, with the ability to encourage and inspire staff	✓		Application and interview
Outstanding programme and project management skills		✓	Application and interview
Experience			
Successful track record gained at a senior level, in either the public, commercial or third sectors with strong experience of developing effective and integrated communications strategies recognised for their relevance, strength and impact	✓		Application and interview
Experience of delivery of communications/influencing activity in the third sector		✓	Application and interview
Extensive practical experience of planning and delivering communications and stakeholder engagement strategies, including the management of media and stakeholder relations, corporate branding and marketing	✓		Application and interview

Experience of developing and leading a high performing team, including setting a culture of high standards and working as one aligned team	✓		Application and interview
Experience of contributing along with other senior directors to the formulation and delivery of organisational vision, strategy, policy and objectives	✓		Application and interview
Experience of managing budgets	✓		Application and interview
Personal qualities			
Able to balance strategic and operational priorities effectively	✓		Interview
Uses creativity in problem-solving: creates new and innovative approaches to work-related issues, identifies fresh approaches and shows a willingness to question traditional assumptions	✓		Interview and Assessment
Highly credible and commands the confidence and respect of others quickly	✓		Interview
Politically astute with sound judgement	✓		Interview
Leads by example and has the highest degree of personal integrity	✓		Interview
Demonstrates a strong commitment to Ageing Better's vision, mission and values	✓		Interview
Strong commitment to having a positive impact	✓		Interview
Highly effective team player who is willing and able to share responsibilities in a collective leadership model	✓		Interview
Able to deliver at pace and make sound judgements under pressure	✓		Interview
A demonstrable commitment to Equality, Diversity and Inclusion (ED&I), or a willingness to learn about and engage in these issues.	✓		Interview