

Head of Communications & Campaigns

Grade J

Job Purpose

The purpose of the role is to develop and deliver a communications strategy for the organisation, engaging the media and influencers in our mission to get children reading.

The post holder will report to the Director of Marketing, Communications and Engagement

The post-holder will manager: Corporate Communications Manager, Publicity and Prizes Manager, Campaigns Manager, and Writer & Children's Book Editor.

Key Responsibilities

- 1. Communications & Media Relations**
- 2. Campaign Development & Management**
- 3. Publicity and Prizes**
- 4. Team Management**
- 5. Liaison with the Arts Council**

Principle Duties

Communications & Media Relations

- Develop and implement a communications strategy aligned to the BookTrust's goal of achieving high profile media coverage for its campaigns, prizes, programmes, research and messages
- Lead on all matters relating to media relations, public affairs, communications and reputation management
- Develop a diverse roster of celebrity ambassadors to help promote BookTrust's messages to the media and within the book publishing community
- Support the Fundraising and Partnerships team through press and celebrity endorsement to help secure BookTrust's future funding
- Work with the Senior Leadership Team as BookTrust's key spokespeople in raising their profile and identifying speaking opportunities
- Manage the reputation of BookTrust and swiftly implement crisis communications plan in conjunction with the Corporate Communications Manager
- Lead the delivery of agreed media campaigns through effective relationships with national, selected publishing trade, charity and local press. To work with key charitable or corporate partners to develop joint campaigns and messaging
- Work with the National Development Managers of Northern Ireland and Wales to ensure that both regions are fully represented in all activities

- Lead the response to any relevant government consultations and policy reviews, PQs and public debate, in partnership with the Director of Programmes and Policy, to ensure that BookTrust has influence and voice in policy development
- Work closely with relevant directors to develop messaging around key issues, eg libraries, council funding, charity finance, evidence-based service design etc

Campaign Development & Management

- Develop and implement high profile campaigns aimed at impact and behaviour change which position BookTrust as the authority on children's reading
- Ensure that campaigns meet KPIs and are run on budget and to time
- Evaluate all campaigns, canvassing opinions of staff members and partners
- Identify opportunities for partnerships and or events that will build the organisation's profile and or engage audiences in messaging around reading

Publicity & Prizes

- Lead BookTrust's prizes strategy (encompassing the following: Lifetime Achievement Award, Blue Peter Book Award, proposed Early Years Prize and adult BBC prizes) positioning BookTrust as an authority on children's books
- Support and build relationships with authors, publishers, Children's Laureate Steering Committee and the book trade, meeting regularly with the Booksellers Association and if needed the Publishers Association about the Children's Laureate
- Oversee our high profile author-related activity including the Children's Laureate ensuring that author ambassadors and award holders are supported, understand are work and that all future opportunities to work together are maximised

Management

- Own and manage the campaigns, publicity and ACE NPO grant budgets ensuring clear and accurate reporting
- Lead, motivate and develop the Communications and Campaigns team
- Carry out regular support, one-to-ones and appraisals with all direct reports, ensuring they have clear objectives and development opportunities
- Carry out grievance and disciplinary matters as required
- Hold regular team meetings, updating on all matters from Senior Leadership Team, other teams / forums as needed
- Provide monthly management reports to the Director of Marketing, Communications and Engagement as directed
- To be an active member of the Directorate management team and keep up to date with changes in internal policies, ensuring all staff members are fully briefed
- Represent BookTrust externally

Liaison with Arts Council England

- Act as campaigns contact for the Arts Council, communicating plans as appropriate
- Work closely with BookTrust's ACE relationship manager to ensure that we are supporting ACE's key goals

- Submit team logs data about BookTrust event attendance year round to ACE
- Ensure reports are produced in an accurate and timely fashion recounting all campaigns and prizes activity, working with the communications and campaigns team

Other Duties

- Be an active member of the directorate team, participating in meetings and supporting colleagues
- Carry out all duties in line with BookTrust policies and procedures and be prepared to undertake additional reasonable duties as required
- To promote BookTrust and its vision and values in all activities, both internally and externally with stakeholders and the general public
- Keep up to date with the best new children's book publishing suitable for all audiences and be aware of new trends within the industry

PERSON SPECIFICATION		
Job title: Head of Communications and Campaigns		
CRITERIA	E or D*	S or I**
KNOWLEDGE		
A knowledge and understanding of the UK social and political landscape relating to education and, in particular, reading and writing.	E	S/I
Knowledge of digital communication trends.	E	S/I
SKILLS		
Strategic communication and engagement techniques	E	S/I
Strategic relationship management	E	S/I
Project Management skills	E	S/I
Report writing skills	E	S/I
Ability to lead and motivate teams	E	S/I
EXPERIENCE		
A successful track record of managing a high profile press team and securing coverage across all media	E	S/I
A successful track record of achievement in developing and implementing corporate communications and public affairs strategies.	E	S/I
	E	S/I
Demonstrable team leadership experience.	E	S/I
A proven record of providing clear, balanced advice and professional leadership at a senior level on a wide range of strategic, operational, sensitive and complex communications issues.	E	S/
Senior relationship management experience.	E	S/I
Extensive campaigning experience	E	S/II

<p>ATTRIBUTES</p> <p>Confident public speaker and influencer</p> <p>Creative and innovative</p> <p>Outcome orientation and task focus</p> <p>strong personal drive</p> <p>Excellent interpersonal and communicative style</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p>
<p>QUALIFICATIONS</p> <p>At least degree level</p>	<p>E</p>	<p>S</p>
<p>CIRCUMSTANCES</p> <p>There will be a requirement for periodic national travel.</p> <p>There may be a requirement for occasional evening or weekend work consistent with the seniority and nature of the role.</p>		
<p>*E = essential criteria D = desirable criteria</p> <p>**S = short listing criteria I = interview criteria</p>		

Terms and Conditions

35 hour working week (excluding breaks) – though senior staff are expected to contribute the necessary time to achieve the task

Salary: £50K

28 days annual leave (plus public holidays)

Non-contributory pension scheme (7% employer contribution)

3 x salary life assurance

Employee Assistance Programme

Childcare vouchers

Season Ticket loan

Flexible working scheme