



Cafcass Senior Communications Officer Job Profile

Job title:	Senior Communications Officer
Accountable to:	Senior Communications Manager
Area/location:	Across England
Key working/relationships:	Director of Resources, Communications Team, Corporate and Operational Management Teams, Chief Executive Office, HR Team, Business and Corporate Services.
Role requirements:	(See attached person specification)
Salary:	Band 6 - £36,348 to £41,429
London weighting:	£4,885 per annum for staff with a permanent work base in Greater London.
Superannuation:	The pension scheme used by Cafcass is the West Yorkshire Pension Fund (a Local Government Pension Scheme). This is also our auto enrolment scheme. Contribution rates are based on a tiered system.
Annual leave:	28 days rising to 33 days after 5 years reckonable service, inclusive of 3 privilege days to be taken between Christmas and New Year plus any of the bank/public holidays.

JOB SUMMARY

To provide cross-cutting communications support to the Communications Team, to support the team on specific communications projects including Cafcass' employee recruitment campaigns, employee engagement and award submissions. The role will involve delivering core communications services across the four Government Communications Service (GCS) competencies of Insight; Ideas; Implementation; and Impact with exposure to the following three GCS disciplines Digital, Internal Communications and Marketing and Campaigns.

The focus of the day to day work will be to work across the organisation to develop employee engagement, this will include developing in person and virtual events, creating focus groups and developing insights for effective employee engagement at Cafcass.

Enhance Cafcass' external reputation, by developing award bids and seeking out opportunities in this space. Working with the HR team and external providers to develop attraction and

recruitment communication content. You will also have a role in the business as usual work undertaken by the communications team.

Main duties and responsibilities

Support to achieve effective service delivery

1. Lead and deliver the awards strategy. Seek out opportunities for the organisation and develop Cafcass' presence in this space.
2. Lead on developing opportunities to promote the work of Cafcass and in particular the achievements of individuals and teams and manage the promotion of this both internally and externally.
3. Act as an account manager for the HR Recruitment team and to develop the organisation's recruitment and attraction campaign and lead campaign planning, content development and effective evaluation.
4. Manage the development of digital design work; including designing content for social media, the website, intranet, our operational publications, and ad hoc requests.
5. Own, develop and manage employee engagement at Cafcass including the enhancement of our current internal communication channels with a particular focus on virtual and in person events. Lead the develop of evidence-based insights that enable the enhancement of employee engagement at Cafcass.
6. Support management of the Cafcass Press Office by playing a key supporting role in the out of hours press rota, independently being on call out of hours at least one in five weekends and at least one evening per week.
7. Provide strategic communications advice and contribute to key projects, ensuring co-ordination with the Communications Manager and Head of Communications as appropriate.
8. Oversee day to day production and placement of content, including assigning and commissioning work where appropriate. Identify and manage possible risks associated with projects and report these to the communications' management team.

Supporting the team

9. Be available to support other areas of the team, internal and external communications, during busy times or periods of annual leave.

10. Support to induct new members of the team, sharing knowledge of Cafcass communications, Cafcass policy and processes.

This job profile is not a definitive list of responsibilities but identifies the key components of the role. The specific objectives of the post holder will be subject to review as part of the individual performance review process.

Person specification – Senior Communications Officer

Qualifications

- Educated to a degree level or hold a relevant professional communications qualification or experience.

Experience

- Experience of leading and delivering communications in support of organisational and departmental objectives.
- Experience of co-ordinating, leading and delivering events and conferences – both virtual and in person.
- Experience of award bid writing.
- Experience of developing internal communication strategies and building employee engagement.
- Experience of managing a range of internal channels, using insight and evaluation to drive improvements.
- Experience of handling press office enquiries.
- A track record of proactively delivering communications and stories to staff as well as reacting quickly and confidently to breaking issues.

Support to Achieve Effective Service Delivery

- High level of understanding of the political and social context within which Cafcass operates, including policy making, practice development and news judgement. Clarity of argument and concise writing skills with the ability to act as an internal journalist.
- Design and develop engaging, targeted content and messages suitable for use across a range of channels, prioritising digital channels.
- Ability to interact appropriately with senior managers, civil servants and frontline staff, becoming trusted adviser to internal leadership and management.
- Personal conduct, integrity and credibility that commands the confidence of managers and staff at all levels, external partners and stakeholders.
- A collaborative team worker who can build positive relationships and work effectively across boundaries and achieve results through others.
- A track record of achieving results in a performance driven culture.

Service Effectiveness

- Knowledge of the public sector or social care sector or family justice sector with an understanding of what makes the news both inside and outside of Cafcass.
- Strong editing skills to ensure quality and timely internal communications that provides clear messaging, engages staff and promotes action where required.

Engagement and Partnership Working

- Ability to use insight to identify target audiences and partners, support decision making and help inform the overall communications approach.
- Committed to ensuring that all practice and engagement with others is free from discrimination and adheres to equal opportunities legislation and organisational policies.
- Responds sensitively and constructively to difficult situations and promotes the organisation positively internally and externally.