



DEPUTY HEAD OF COMMUNICATIONS JOB PROFILE

Job Title:	Deputy Head of Communications
Accountable to:	Head of Communications
Responsible for:	Senior Communications Manager, Communications Officer (external), Communications Officer (digital),
Location:	Flexible, across England
Key Working Relationships:	Internal: Chief Executive Officer, National Operations Director, Director of Resources; Policy Team, Assistant Directors, Practice Leaders, Service Managers, Customer Service Team, Members Office, Corporate Teams including but not limited to HR, IT, Finance, Equality, Diversity and Inclusion lead External: Relevant leads in sector (including media and digital Communication Leads, Heads of Communication, Directors of Policy/Strategy, Chief Executive Officers), Ministry of Justice Communications Department
Role Requirements:	(See Attached Person Specification)
Terms of Employment	
Grade:	Band 9 (provisional, subject to formal evaluation).
Salary:	£ 56,941 - 59,028
London Weighting:	£5,951 per annum for staff with a permanent work base in Greater London.
Superannuation:	The pension fund used by Cafcass is the West Yorkshire Pension Fund (a Local Government Pension Scheme). This is 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 statutory / privilege days to be taken between Christmas and New Year.

JOB SUMMARY:

The postholder will have a key role working with the Head of Communications to enhance the performance of the core communications services at Cafcass by embedding the four [Government Communication Service \(GCS\) competencies](#) of Insight; Ideas; Implementation; and Impact. The postholder will draw on all four core GCS disciplines of Press and Media; Digital; Marketing and Campaigns; and Internal Communications.

The day-to-day work will largely revolve around leadership of the communications team and both the external and internal communication strategy. They will deputise for the Head of Communications where required and will advise CMT on media issues as well as other communication issues.

MAIN DUTIES AND RESPONSIBILITIES:

Support to Achieve Effective Service Delivery

1. Work with the Head of Communications to lead, develop and implement the external and internal communications strategies reporting any risks and mitigating actions to the Head of Communications.
2. Deputise for the Head of Communications where required. Attend meetings and advise the Corporate Management Team on communication issues. Oversee the effective resourcing and management of the communications department.
3. Lead the external communication work, with a particular focus on reputation management, develop and make effective use of communication channels such as the Cafcass website to support this work.
4. Act as the Chief Press Officer including:
 - a. Maintaining an awareness of the news agenda, scanning the modern communications agenda, keeping up to date with key sector and wider developments and commentary relevant to the work of Cafcass to identify risks and opportunities.
 - b. Leading on proactive and reactive media, ensuring all media enquiries are responded to efficiently and with confidence.
 - c. Acting as an internal journalist preparing content, as required, for external channels and writing articles for placement in sector publications.
 - d. Building and maintain an audience insight bank and a bank of content or narratives for key subject areas.
 - e. Managing and playing a key role in the out of hours press phone rota, having a lead role in responding to out of hours press queries.
5. Develop and implement the Cafcass' partners strategy alongside the Cafcass Policy team, improving external partner relationships and the Cafcass' reputation throughout the family justice sector.

6. Provide strategic communications advice to CMT and lead a wide range of operational and corporate initiatives.
7. Oversee the development and delivery of internal and external communication effectiveness indicators (e.g. reach to target audiences, delivery of key messages and partner opinion) including identifying and sharing lessons learnt with CMT colleagues.
8. Oversee day to day business as usual work and make sure the correct clearance protocols are followed across the team.
9. Manage media and digital supplier contracts and work closely with the Cafcass Procurement Team and Head of Communications to ensure required contracts are in place, budgets are clear and deliver services which are cost effective and provide value for money.
10. Be the digital communications specialist and ensure continuous development, of Cafcass' social media channels and other digital channels. Advise CMT and the Head of Communications regarding strategic digital insights, evaluation, and ongoing development.
11. Lead on the development and delivery of Cafcass' annual report and other critical publications.

Management and Supporting the Team

1. Oversee the work of the external communications team and effectively lead during crisis situations.
2. Deputise for the Head of Communications when required; attend meetings with the Corporate Management Team and lead team meetings and overall management of the team.
3. Provide line management and effective leadership to members of the team, combining professional challenge with strong support and providing clear accountability.
4. Provide a coaching and role-modelling approach to team and individual development promoting a culture of continuous learning within the team.
5. Have a clear and accurate assessment of performance based on Government Communication Service Professional Standards to ensure that individual and team performance targets are met.
6. Work closely with the Head of Communications and CMT to implement key strategies and implement integrated communication campaigns. Lead the Cafcass Partner Strategy to

This job profile is not a definitive or exhaustive 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.



SENIOR COMMUNICATIONS MANAGER PERSON SPECIFICATION

Qualifications

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

Experience

- Have significant experience managing a communications team.
- Experience of consulting and advising senior leadership teams.
- Experience of working in a news environment including reactive and proactive press handling.
- Experience of leading a team, setting clear objectives and supporting individuals to reach their full potential.
- Experience of developing external and internal communication strategies and evaluation.
- Experience of and a practical understanding of how print, broadcast and digital media work, including the media cycle, circulation and deadlines.
- Experience in the delivery of communications, including stakeholder engagement and channel management with exposure to delivering activity across communication platforms such as digital, partnerships and events.
- A track record of proactively delivering communications messages and reacting quickly and confidently to breaking issues.

Support to Achieve Effective Service Delivery

- High level of understanding of the political context within which Cafcass operates, news judgement and the working of the media.
- Clarity of argument and concise writing skills with the ability to communicate in a way which is sensitive and meaningful to service users and children.
- Ability to interact appropriately with senior managers, civil servants and frontline staff.
- 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 project management and organisational skills and knowledge of project management tools and techniques.
- Good analytical skills which enable you to apply corporate knowledge and to support content development and communications planning.
- Leadership and team development skills.

Engagement and Partnership Working

- Ability to use insight to identify target audiences and partners, support decision making and help inform the overall communications approach.

March 2026

- Ability to develop and maintain mutually beneficial relationships with the media and communications professionals within sector related partner organisations
- 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.