



Communications Manager – Job Description

JOB OVERVIEW

The Communications Manager (CM) is a Crown Servant and a civilian employee of the Reserve Forces and Cadets Association for the East Midlands (EM RFCA). A key Association member, they will devise and implement multi-channel communications strategies to support the Association's objectives and reinforce its reputation with both internal and external audiences across all three pillars of EM RFCA – Youth and Cadets, Engagement and Estates.

JOB DESCRIPTION

Appointment details:

Job title: Communications Manager (CM)

Job grade: Higher Executive Officer (HEO)

Reports to: Head of Engagement (HoEng)

Job purpose: The CM provides communications and media support across all areas of the Association as required by the Management Board, Chief Executive, and pillar leads, delivered in line with the Government Communications Service (GCS) functional standard.

The CM has a vital role to play in providing direct input to, and implementing, Communications best practice within the Association

MAIN RESPONSIBILITIES AND TASKS

Duties of the CSO will include the following:

- a. Produce and manage the Association's Communications Plan and delivery in consultation with relevant Defence partners including the Council of Reserve Forces and Cadets Associations (CRFCA) and Defence Relationship Management (DRM).
- b. To act as Brand Manager for EM RFCA, taking ownership of the Brand Guidelines and controlling and maintaining brand standards throughout the EM RFCA.
- c. Protect and enhance the reputation of EM RFCA and the Armed Forces community in the East Midlands by providing PR, marketing and communications advice and support to Reserve and Cadet units.
- d. Provide additional support and capacity for MOD's Reserve and Youth agendas by supporting the recruiting effort of both, as required through media channels.
- e. Produce and manage the social media strategy and output for the Association across all major platforms. Identify primary audiences and tailor campaign content to target them to improve engagement and increase awareness of EM RFCA, Reserves and Cadets in the region, and the wider Armed Forces community.
- f. Produce monthly and annual analytics reports for social media platforms and the EM RFCA website, to feed into the on-going communications plan, and to ensure content and posting is consistently reviewed and improved.
- g. Manage the EM RFCA website, regularly review and update the format and content, and manage administration permissions for Estates staff.



- h. Control of in-house short video production, editing and in-house photography to support major events and campaigns and on-going strategic goals.
- i. Commission, write and oversee bespoke products to support the work of all three pillars of the Association's output, through analogue and digital outlets.
- j. Identify the requirement for external suppliers where necessary to support MOD agendas. Engage, brief and direct the work of freelance PR staff and photographers as required to meet delivery needs. Ensure the output is accurate, timely and effective.
- k. Act as line manager for the Communications Support Officer (CSO). Set workload, define KPIs and ensure workload and outputs are monitored and reported on. Principally in charge of mentoring and developing the CSO, providing support and training as required to enable personal development of CSO.
- l. Responsible for managing the allocated Communications budget.
- m. Produce reports on Communications activity for the Association Management Board and AGM.
- n. Manage and produce the Association Annual Report in line with brand guidelines.
- o. Identify and share relevant news and political intelligence with appropriate Association staff, disseminating internal messaging to relevant recipients.
- p. Assist the Head of Engagement (HOE), Pillar Heads and Chief Executive (CE) in planning and running key events and meetings.

Competences Required for the Post

Essential Competences

- a. A background in marketing, media or communications
- b. Excellent communication, interpersonal and presentational skills.
- c. Brand management experience.
- d. Effective team-working, influencing and negotiation skills.
- e. Experience of social media content management to engage with target audiences.
- f. Strong IT skills, with experience of using platforms such as Hootsuite, Canva, Mailchimp, Survey Monkey.
- g. Clean driving licence.

Desirable Competences

- a. Experience of website content management.
- b. Understanding of the Reserve / Regular / Cadet Forces environment.
- c. Understanding of Military website compliance.
- d. Management and organisational experience.
- e. Budget management.

Appraisal Reporting Chain

The Head of Engagement will be the first Reporting Officer. The Chief Executive will be the Countersigning Officer.

Appraisal Responsibilities

The CM will be the first Reporting Officer for the Communications Support Officer.

Health and Safety Responsibilities

The CM is to comply with the SHEF responsibilities of the RFCA.