

JOB DESCRIPTION			
Job title	Associate Director Communications and Stakeholder Engagement	Department	Nuffield FJO
Job holder	Vacant	Reports to	Director Nuffield FJO (see organisation relationships below)
Job type		Date created/amended	
Job aims	<ul style="list-style-type: none"> • Lead on the development and delivery of a strategy to put the Family Justice Observatory (Nuffield FJO) on the map, raising its profile among its key stakeholders, engaging audiences in a creative way and ensuring effective communication of the Nuffield FJO's work. • As part of the Nuffield Foundation communication team, contribute to the planning and delivery of communications activity for the Foundation as a whole. 		
Organization Relationships	Reporting to the Director of Nuffield FJO as part of the FJO management team. Also working as an integrated part of Nuffield Foundation communications team working to the Head of Nuffield Foundation Communications		
Responsibilities Including but not limited to:			
1.	Strategy and planning		
	<ul style="list-style-type: none"> • Lead the planning and delivery of communications activity to enable the Nuffield Family Justice Observatory to achieve its objectives, working closely with the Director and the Nuffield Foundation's Head of Communications. • Develop clear and consistent messages to build the Nuffield FJO brand, aligned with the Nuffield Foundation brand architecture and strategy. • Contribute to the communications activity for the Nuffield Foundation as a whole, where possible, • Ensure that FJO communications are considered as part of an integrated approach and that there are consistent messages for stakeholders. • Evaluate and report on communications activity. 		
2.	Communications channels and content		
	<ul style="list-style-type: none"> • Manage the development of the Nuffield FJO's communication channels, including its publications, website, social media and newsletter, ensuring 		

	<p>consistent messaging and tone of voice.</p> <ul style="list-style-type: none"> • Write compelling copy for publication across all channels, including high-quality news releases, statements and briefings, using judgement to develop strategies for complex, contentious or sensitive issues. • Update the Nuffield FJO website and social media. • Copyedit and proof-read Nuffield FJO outputs written by others and apply messaging and branding as appropriate. • Commission and project manage the production of digital content, such as infographics, video and animation. • Commission and brief copyeditors and designers and other suppliers.
	Media and PR
	<ul style="list-style-type: none"> • Identify positive PR opportunities for the Nuffield FJO, such as media profile, providing commentary and response to relevant issues in news and policy, and speaking opportunities. • Deliver media plans for the Nuffield FJO projects and outputs, working with the Nuffield Foundation Head of Communications and Senior Communications Officer. • Write media release and other briefing materials. • Organise meetings with journalists, media briefings and events. • Respond to media enquiries, establishing whether and how the Nuffield FJO should respond and arrange interviews and brief the Director as key spokesperson. Ensure coordination with the Nuffield Foundation's other media activity.
3.	Stakeholder engagement
	<ul style="list-style-type: none"> • Develop innovative ways to engage key stakeholders including lawyers, judges, social workers and parents and children with experience of the family justice system. • Manage relationships with stakeholders using Salesforce, ensuring engagement is aligned with the Nuffield Foundation's overarching approach to stakeholder engagement.
5.	Financial budgeting and control
	<ul style="list-style-type: none"> • Manage the Nuffield FJO communications budget as agreed by the Director.
6.	Other
	The above list of key responsibilities (and associated activities) is not exhaustive. It may be necessary to carry out other work within the scope of the role, as reasonably

	requested.
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Person specification	Essential (E) or Desirable (D)
Experience	
Experience of devising and implementing a communications strategy to significantly increase profile and reach	E
Experience of creating engaging, targeted communications for a variety of audiences and channels (including print and digital) to change attitudes and behaviours	E
Experience of managing websites and social media channels	E
Experience of working with the media	E
Experience of translating complex or technical information into accessible, compelling material	E
Experience of commissioning and managing creative agencies and other suppliers to produce marketing and communications products and materials.	E
Experience of working in a research/policy/legal/charity environment.	HD
Knowledge and Skills	
Excellent written and verbal communication skills, and well developed editorial skills	E (written test at interview)
Knowledge of children's services	E
Educated to degree level or above	E
Knowledge of the family justice system and children's social care sector	HD
Excellent project management skills and attention to detail	E
Excellent organisational skills; able to work under pressure and within tight timelines	E
An adept and confident networker with strong influencing skills	E
Ability to successfully manage a wide range of relationships, especially public, third sector and research organisations	E
Proficient in using databases/customer relationship management systems to manage stakeholder engagement and report, export and analyse data	E

Personal qualities	
Demonstrable passion for the family justice's mission to improve the lives of vulnerable children	E
A self-starter who is able to work independently and make decisions	E
A team player who can work flexibly with colleagues at all levels	E
An understanding of, and enthusiasm for, the work of the Nuffield Foundation and the Nuffield Family Justice Observatory	E