

<b>JOB DESCRIPTION</b>			
Job title	<b>Communications Manager</b>	Department	<b>Bioethics</b>
Job holder		Reports to	<b>Senior Communications Manager</b>
Job type	<b>Permanent</b>	Date created/amended	<b>21 / 04 / 2022</b>
Job aim	To plan and implement communications activity to promote the Nuffield Council on Bioethics' work and achievements to a wide range of stakeholders through a variety of channels e.g. website, social media, publications, media and events.		
<b>Responsibilities: Including but not limited to:</b>			
Digital communications			
	<ul style="list-style-type: none"> <li>▪ Lead responsibility for the website including planning, creating, reviewing and regularly updating website and blog content.</li> <li>▪ Manage relationships with website agency partners, and ensure the website is functioning correctly.</li> <li>▪ Lead on planning and implementing website redevelopment as necessary.</li> <li>▪ Manage the Council's social media channels, primarily Twitter and LinkedIn.</li> <li>▪ Lead responsibility for writing and issuing the Council's monthly UPDATE newsletter.</li> </ul>		
Publications and promotional materials			
	<ul style="list-style-type: none"> <li>▪ Lead on design and production of publications and formal communications e.g. policy briefings, ensuring consistent house style, branding and layout.</li> <li>▪ Contribute to copywriting and production of the Council's annual report.</li> <li>▪ Support the design, production and dissemination of the Council's in-depth reports, working closely with research and project teams.</li> </ul>		
Media relations			
	<ul style="list-style-type: none"> <li>▪ Manage proactive and reactive media activities, including: <ul style="list-style-type: none"> <li>• drafting press releases and media statements</li> <li>• briefing spokespeople and organising media training for Council spokespeople where appropriate</li> <li>• responding to media enquiries</li> <li>• drafting and pitching opinion articles</li> <li>• monitoring and reporting on media coverage</li> </ul> </li> </ul>		
Internal communications			
	<ul style="list-style-type: none"> <li>▪ Write and issue weekly updates for Council members and the Executive.</li> </ul>		

	<ul style="list-style-type: none"> <li>▪ Contribute to Council papers and corporate reports.</li> <li>▪ Record and report on communications activities using Salesforce.</li> </ul>
Events	
	<ul style="list-style-type: none"> <li>▪ Help to organise, promote and manage Council events such as report launch events and public seminars.</li> <li>▪ Provide support (e.g. create presentations, provide briefings) to Council members and staff who are speaking on behalf of the Council at conferences or events.</li> </ul>
Other	
	<ul style="list-style-type: none"> <li>▪ Act as brand champion, ensuring consistent application of the Nuffield Council's branding and house style.</li> <li>▪ Support and liaise closely with communications and public affairs colleagues on policy influencing activities and events.</li> <li>▪ Be a proactive and hands-on member of a small communications team, contributing to other communications projects, and deputising for the Senior Communications Manager where required.</li> <li>▪ Administration of communications functions, working with the Office Administrator.</li> </ul>
<p>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.</p>	

<p><b>PERSON SPECIFICATION - COMMUNICATIONS MANAGER</b></p> <p>Candidates must be able to demonstrate the experience, skills and abilities set out below. They should have a degree, and have sound, relevant experience of working in a communications related role.</p>	<p>Essential (E) or Desirable (D)</p>
<p><b>Experience</b></p>	
<p>Experience of creating high quality and engaging communications materials for a variety of audiences</p>	<p>E</p>
<p>Experience of managing digital and social media channels</p>	<p>E</p>
<p>Experience of translating complex or technical information into accessible outputs</p>	<p>E</p>
<p>Experience of using website content management systems, CRM systems and databases</p>	<p>E</p>
<p>Experience of handling media relations</p>	<p>E</p>
<p>Experience of working in a policy/charity/health/science environment</p>	<p>D</p>
<p>Experience of using Adobe InDesign</p>	<p>D</p>
<p><b>Skills and abilities</b></p>	
<p>Educated to degree level or equivalent experience</p>	<p>E</p>
<p>Excellent verbal and written communication skills and interpersonal skills</p>	<p>E</p>
<p>General administration and organisational skills</p>	<p>E</p>
<p>Ability to draw out and articulate compelling, accessible, key messaging from in-depth research and policy reports</p>	<p>E</p>
<p>Further qualifications in communications, PR, or related field</p>	<p>D</p>
<p>Knowledge of health or science policy issues</p>	<p>D</p>
<p>Project Management skills</p>	<p>D</p>
<p>Experience of organising and managing events</p>	<p>D</p>
<p><b>Personal Qualities</b></p>	
<p>Excellent organisational skills</p>	<p>E</p>
<p>Ability to cope with a full and varied workload, to adapt to pressure points, prioritise and work to deadlines</p>	<p>E</p>
<p>The ability to take initiative and work independently when required</p>	<p>E</p>

A willingness to work as part of a small team and help out as needed	E
An interest in learning new skills	E
A self-starter who is able to work independently, make decisions and liaise confidently with colleagues and stakeholders at all levels	E
The ability to work to a high level of detail and accuracy	E
An understanding of the work of the Nuffield Council on Bioethics and its importance in the health and science policy environment	D