**Job Description**

**Date:** August 2022

**Job title: Head of Communications**

**Responsible to:** Deputy Chief Executive (as directed by Chief Executive)

**Responsible for:** Information Officer

**Status of Post**: Full time post 35 hours per week. NICVA core post subject to receipt of ongoing core funding.

**Salary:** Salary equivalent Scale L, (NJC points 38 - 40) £42,614 - £44,624.

**Location of post:** We are currently piloting a new approach to where we work

including a blend of in NICVA and at home working.

**Key working relationships:** Senior Management Team (Chief Executive, Deputy Chief Executive, Head of Public Affairs, Head of Organisational Development)

**Summary of main responsibilities**:

* Lead the development and delivery of NICVA’s communications to inform and engage key audiences, support member needs, represent sector interests, and deliver NICVA’s mission
* Lead NICVA’s approach to responding to communications issues as they arise.
* Develop and deliver an integrated communications strategy including policy and public affairs campaigns, PR and marketing.
* Deliver a high quality membership offering and customer experience.
* Mange the re-development of NICVA’s websites.

**Specific Duties:**

**Communications**

1. Lead on the delivery of NICVA’s communications strategy, encompassing the website, social media platforms, e-newsletters and other digital communication channels.
2. Plan, create, commission, develop and manage a range of content (newsletters, case studies, press releases, blogs, audio, video and infographics) to support communications activities.
3. Develop innovative communications, marketing and media strategies to strengthen and promote the profile and visibility of the organisation, member activities and programmes, and support NICVA’s policy advocacy role to represent the voluntary and community sector’s interests and goals to government and others.
4. Work with internal teams to ensure that key activities and messages are aligned to NICVA’s strategy and values.
5. Create and deliver a media strategy, a key element of which will be to cultivate and manage relationships with broadcast, digital and print journalists and encourage media coverage of, and profile for the full breadth of the sector’s activities and interests. This will include managing and promoting NICVA’s journalist/sector spokesperson matching service and programme, Media Connect.
6. Develop Digital and Data products to support VCS activities and engagement.
7. Market NICVA products such as GrantTracker, Community NI, NICVA Academy to a range of audiences.

**Membership Support**

1. Manage the delivery of NICVA’s membership plan.
2. Ensure provision and continual improvement of a high-quality information service to members that informs them quickly, efficiently and effectively on matters that will assist them in their work through NICVA’s communications channels.

**Technical Support**

1. Manage the re-development of NICVA websites including liaising with external providers.
2. Manage NICVA’s internal ICT support services including service

level agreements with external suppliers.

1. Ensure compliance with regulatory frameworks including those associated with Cyber Essentials Plus accreditation and GDPR regulation.

**Digital development**

1. Identify and monitor developments in information communication technology that may benefit NICVA and stakeholders.
2. Represent NICVA and where appropriate the voluntary and community sector on relevant bodies as agreed with NICVA.
3. Collaborate with external bodies on ICT projects as agreed with NICVA.

**Developing the Organisation**

1. As a member of the Senior Management Team, contribute to the management, development, implementation and review of Strategic and Operational Plans and operational budgets.
2. Provide management, support, supervision, staff development and appraisal of all appropriate staff.

**Other Duties**

18 Undertake such other reasonable duties as NICVA may from time to time require.