
JOB DESCRIPTION

Job Title: Interim Communications Manager

Grade: D

Department: External Affairs (Group Brand and Marketing Division)

Main purpose of job:

To deliver a comprehensive press strategy to raise CAF's public profile both in the UK and internationally, relying on our team of experts, our sector-leading research into charitable giving and our unique ability to act as a meeting point between donors and charities.

Responsible to: Acting Head of External Affairs

Budgetary responsibilities: None

Responsible for:

Key Job Responsibilities:

- Further develop the organisation's story and how we tell it to the wider public through a detailed and joined up press strategy
- Lead on development and delivery of individual communications plans for key projects, such as research report launches, new products for our charity clients or donors and our events programme
- Proactively source opportunities to land news about the Charities Aid Foundation's contribution to wider society in target media outlets
- Using your existing network, lead on liaising with media & press to secure regular coverage in mainstream media and trade press.
- Support the Communications Manager, Communications Officer and Social Media Officer in the production of regular analysis of press and social media performance to identify areas for improvement
- Line edit materials ahead of publication, including reports, blogs, presentations and client communications
- Develop and maintain strong relationships with key stakeholders both within the External Affairs team and across CAF, including customer facing colleagues as well as product, marketing, compliance, international and other colleagues
- Act as one of the key points of contact for the Communications team

CAF Behaviour Framework

The CAF Behaviour Framework sets out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge



needed to effectively perform in any given role in CAF. This framework is used for the assessment, management and development of performance of all our people across CAF

Please refer to 'Work the CAF Way' booklet for the CAF Behaviour Framework

Date: June 2022

PERSON SPECIFICATION

Job title: Communications Manager

Date: June 2022

Attributes	Essential ✓	Desirable ✓	How Evidenced ⁺
Experience <ul style="list-style-type: none"> • Demonstrable experience managing successful press campaigns for events, products or research publications • Demonstrable experience in press relations, including your own media contacts, the ability to write and place pieces with minimal supervision and to pitch thought leadership pieces to the media • Experience in acting as spokesperson for an organisation • Participating in a rota for out-of-hours coverage • Experience of building and nurturing key relationships both within the organisation, and with external partners 	✓ ✓ ✓ ✓		A/C
Qualifications <ul style="list-style-type: none"> • Educated to degree level or equivalent 	✓		A/E
Training None required			
Specialist Skills/ Ability/Knowledge <ul style="list-style-type: none"> • Excellent written English and attention to detail • The ability to work independently and manage a varied workload, including occasional evenings and weekend work • Strong sector knowledge of financial services, wealth management, government relations (particularly focused on digital innovation) • Excellent organisational skills and the ability to work on multiple projects with competing priorities • Ability to communicate with senior leaders with confidence and become a trusted advisor • Strong Excel skills • Competent use of Word • strong PowerPoint skills 	✓ ✓ ✓ ✓ ✓ ✓ ✓		A/C/T

Communication <ul style="list-style-type: none"> • Excellent written and verbal skills • Excellent listening skills • Builds rapport with colleagues • Able to confidently put forward professional viewpoint • Good presentation skills 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ 		A/C
Personal Qualities <ul style="list-style-type: none"> • Good personal planning and organisational skills • Attention to detail • High Level of self motivation. • Adaptable to change / flexible • Able to work on own initiative and in a team • Confident self starter 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ 		C
Special Conditions <ul style="list-style-type: none"> • Ability to work out-of-hours as required and to create and participate in a press office rota to ensure evening/weekend coverage 	<ul style="list-style-type: none"> ✓ 		C
Prior to Appointment All posts: <ul style="list-style-type: none"> • Credit Check • Sanctions Check • Basic DBS Check • Employment References • Medical Clearance • Right to Work in the UK 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ 		R/E

Key

R = References, **E** = Evidence/Certificates, **A** = Application, **C** = Competency Interview, **T** = Testing/Assessment