
JOB DESCRIPTION

Job Title: Senior Media and Communications Manager – Charity Financial Services

Grade: E

Department: External Affairs (Group Brand and Marketing)

Main purpose of job:

The Senior Media and Communications Manager will work closely with colleagues across CAF, including CAF Bank and CFSL (CAF's charity financial services), to make sure it appears regularly and meaningfully in the media and that our work is visible among our target audiences. The role holder will also work with the Head of Media and Communications to manage reputational risk and offer strategic advice, with the experience and ability to handle negative media attention as part of an issue management or crisis communications approach as needed.

Responsible to: Head of Media and Communications

Budgetary responsibilities: None

Responsible for: None

Key Job Responsibilities:

- Focus on the development and delivery of external communications, media engagement, and reputation management for CAF and its charity financial services.
- Identify and pursue media coverage to enhance CAF and its charity financial services' position among target markets and understand the use of media as a tool to influence policymakers.
- Lead on planning and delivering communications activities for key projects, such as research report launches or new products and services.
- Act as a lead player in the press office function to ensure it provides credible, professional and timely media relations, including undertaking appropriate media monitoring.
- Be able to understand and translate technical issues into newsworthy and engaging content.
- Review and input into content and copy for CAF and its charity financial services and for the donor and charity audience.
- Play a key role in supporting the Head of Media and Communications to protect and enhance the reputation of CAF and its charity financial services by proactively identifying and managing issues and risks, and adeptly handling and minimising negative attention if it arises.
- Counsel senior management on external communications, issue management and handling and crisis communications.

- Maintain strong relationships with stakeholders across CAF and its charity financial services.
- Contribute to out of hours rota for monitoring and responding to media enquiries.
- Undertake other duties from time to time as requested.

Who you'll be:

- This role is for you if you have experience of working in media or PR in financial services or a similarly regulated sector and are keen to make a difference to society. We are looking for an individual who has/is:
- Bachelor's degree or equivalent experience ideally in a related subject.
- Proven experience in media relations and executing PR strategies, ideally within the financial services sector or regulated sector and issue management, crisis communications.
- First class writing and communications skills, with good attention to detail and the ability to translate complex concepts in an engaging and accessible manner.
- A sound sense of judgment, and diplomatic style.
- A passionate interest in news and media.
- Media relations expertise, and competency in issues management.
- Confident in speaking to journalists, and preferably brings some of their own contacts.
- Practiced at managing multiple projects and meeting deadlines.
- Confident in communicating with senior leaders with confidence and become a trusted advisor.
- Comfortable with change and can adapt to changing environments.
- A team player with a high level of self-motivation too.
- Ability to work out-of-hours as required to appropriately cover evenings/weekends.
- Commitment to CAF's mission and values.

CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set 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 is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Date: March 2024

PERSON SPECIFICATION

Job title: Senior Media and Communications Manager – Charity Financial Services

Date:

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 • Team management, with a strong focus on developing and maintaining talent in the team, managing a press team and implementing a rota for out-of-hours coverage • Experience of building and nurturing key relationships both within the organisation, and with external partners • Experience of working in financial services and/or other regulated sector • Experience of crisis communications • Line management experience 	✓ ✓ ✓ ✓ ✓ ✓	✓	A/C
Qualifications <ul style="list-style-type: none"> • Educated to degree level or equivalent 	✓		A/E
Training <ul style="list-style-type: none"> • 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 	✓ ✓		A/C

<ul style="list-style-type: none"> • Builds rapport with colleagues • Able to confidently put forward professional viewpoint • Good presentation skills 	<ul style="list-style-type: none"> ✓ ✓ ✓ 		
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

✓ Tick either the Essential or Desirable column as appropriate for each attribute

† Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

Key

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