

## Role Profile: Communications Manager (Maternity cover)

Job Title	Communications Manager
Working Days	5 days a week
Salary	£36,565 per annum Pro rata until 01/04/25
Place of Work	Home working with travel for meetings and events
Closing Date	12th June 2024
Interview Date	W/C 17 <sup>th</sup> June 2024
Email completed applications to:	<a href="mailto:info@nffn.org.uk">info@nffn.org.uk</a>

### Key Results Areas

#### Strategic and Overarching:

- Support the delivery of the NFFN 5-year business plan
- Oversee the delivery of our NFFN Communications Strategy with specific plans on engaging with different audiences including, farmers, members of the public, politicians and decision makers across the four UK countries
- Prioritise and plan communications outputs to ensure the most important work is delivered effectively, aligned with the UK strategy and the country business plans
- Monitor agreed KPI's from communications activities so that the effectiveness of work can be evaluated
- Effective communications budget management
- Produce clear, succinct, targeted and on brand messages from complex work areas to support the delivery of key NFFN country and UK objectives



- Support the creation of nature friendly farmer case studies, press releases, reports and marketing materials
- Provide support at Agricultural shows and NFFN events

#### **Press and Media:**

- Oversee and support our Press and Media Officer liaising with NFFN farmers for interviews
- Help provide appropriate briefings and support to NFFN farmers in advance of interviews
- Monitor media in agreed work areas to identify potential reputational risks to the NFFN and agree action required to minimise the impact

#### **Digital Media:**

- Support the management our social media platforms to maximise engagement of our key messages and campaigns and to promote NFFN membership

#### **Internal:**

- As a member of the NFFN Senior Leadership Team, responsible for the coordination of departmental activities and collaboration across functional departments, day to day running of the organisation and supporting the CEO
- Lead the NFFN Communications team, including line and project management
- Deliver communications training to staff and volunteers so that they can deliver effective and efficient communication in support of NFFN objectives
- Support delivery of key internal communications so that staff and volunteers are aware of key messages

#### **Key Contacts and Working Relationships**

- NFFN CEO
- NFFN COO
- NFFN Senior Leadership Team
- NFFN England, Northern Ireland, Scotland and Wales Chairs and Vice Chairs
- NFFN Parliamentary Liaison
- NFFN England, Northern Ireland, Scotland and Wales Country Managers
- NFFN Partner Organisations
- Press and Media Outlets



- Journalists, Editors
- Social Media Influencers

## Personal Specifications

### Essential Qualifications and Knowledge

- Educated to degree level or equivalent
- PR/marketing/journalism qualification
- Evidence of a high level of literacy
- An understanding of how to achieve objectives through media campaigning and PR

### Essential Skills, experience and knowledge

- Excellent written and verbal communication skills; professional, persuasive, engaging
  - Strong time and project management, organisational and prioritisation skills
  - Able to communicate clearly, in writing and verbally, for a range of audiences
  - Able to analyse and summarise complex issues in a fast-paced environment and provide impactful copy to tight deadlines
  - Able to manage professional external relationships in order to build strong, impactful communications
  - Experience running multi-channel campaigns and PR techniques to achieve organisational objectives
  - Experience of managing organisational communications delivery across a range of channels
  - Experience developing communications strategies
  - Experience of prioritising and planning communications outputs to ensure the most important work is delivered effectively
  - Experience of developing stories and messages from briefings or background information
  - Working in or with the media to sell and/or tell stories
  - Knowledge of audience insights and development, including supporter engagement
  - Strong understanding of the importance of tailoring messages to Scotland, Wales and Northern Ireland press, politicians and farmers
  - An understanding of agriculture and environmental land management
- 
- A strong understanding of the role of public facing communications and social media experience

### Desirable qualifications skills knowledge and experience

- An understanding of nature friendly farming practices
- An understanding of UK agriculture and environment policy



- Working for/with environmental NGO or voluntary sector organisation
- Experience of managing resources - able to lead staff and volunteers who help to communicate our work and managing communications budgets to meet objectives
- Experience of managing, avoiding and mitigating reputational risk
- Working across a widely distributed, remote-working organisation