#

**Head of Communications & Insight**

**Application Pack**

**About Cranfield Trust**

Cranfield Trust is the leading pro bono management support organisation for the charitable sector in England, Wales and Scotland. From our founding origins at Cranfield University in the late 1980s, through our growth as an independent national charity, we are now at an exciting turning point in our development. We work with hundreds of charities every year, thanks to our register of 1,400+ commercial sector volunteers, and have a deep knowledge of the management challenges of small to medium size welfare organisations.

We believe that smaller charities are critical to the welfare of people across the UK, and want to help them to operate as effectively and confidently as possible, by supporting them with management skills and organisation development. Our strategic goals for 2025 include using our knowledge and insight to be a strong voice for excellent charity management, and being a reliable ‘go to’ source of expert knowledge, management skills and organisation development support.

**About this role**

Cranfield Trust is ready to make a step change in its contribution to the UK voluntary sector. We have a track record, over more than 30 years, of providing pro bono consultancy support to growing numbers of frontline charities. Lockdown has been a time of innovation and creativity for our team, and we have expanded our range of services over the past two years, developing a valuable and flexible service offering. Our services include: management consultancy, telephone advice, mentoring, peer to peer support, webinars and information resources.

We have the opportunity to make a much larger contribution to the sector by sharing our knowledge and insight, gained from deep contact in our work with frontline organisations.

The new role of Head of Communications and Insight will be part of the Trust’s Senior Management Team, and will help to lead us on the next stage of our journey, raising awareness of the importance of charity management excellence, and the Trust’s role as the leading management support organisation for the voluntary sector.

This is a strategic role but as we are a small organisation, you will need to take a practical role in delivering as well as designing communications strategy.

**Key Responsibilities**

The purpose of the role is to position Cranfield Trust as a leading voice and champion for good charity management and a ‘go to’ organisation for expert knowledge, skills, advice and results for the voluntary sector. Main responsibilities will be:

* Design, develop and lead the delivery of a strategic, integrated communications strategy, working across our team to develop and build our brand
* Develop the Trust’s role as a ‘thought leader’ within the UK charitable landscape, drawing on our significant practice with charities and our data to generate insightful materials and reports to share with our stakeholders and the wider voluntary sector
* Leading our communications programme across a range of platforms and media including press & PR, digital and social media
* Building on our developing brand strategy, oversee the development and delivery of a compelling brand identity to underpin the communications programme, telling the stories and achievements of Cranfield Trust and overseeing a consistent and coherent approach to our core messages to stakeholders
* Lead a shift in emphasis to a communications self-service model for the Trust’s wider team, underpinned by best practice resources, templates, tools, training and support i.e. shifting the communications function from a focus on doing to enabling, with a strong emphasis on return on investment and increasing impact
* As part of the Trust’s leadership team, contribute to broader strategy and management, and use our insight to develop the role and activities of the Trust
* Lead and manage our communications team (Communications Manager p/t 3 days per week, Communications Officer p/t 4 days per week, reporting to Communications Manager), overseeing budget responsibility for the communications function
* Establish excellent working relationships across the Trust, with strong internal communications
* Research and develop opportunities to enhance the Trust’s public profile, acting as a representative of the Trust, and achieving speaker or press exposure for the Trust’s work
* Support the development of creative and engaging content across the website, social media, publications and materials, including commentary, articles, blogs, surveys, case studies, press releases and reports
* Contribute to the Trust’s own technology development to support the communications function
* Lead/oversee and support communications to underpin critical areas of the Trust’s activities
* Marketing support for Operations to ensure the Trust’s services are familiar to charities and other voluntary sector organisations
* Volunteer recruitment and engagement
* Building the Trust’s profile as a fundraising organisation and providing specific communications support for fundraising activities, in collaboration with the Development team
* Internal communications and team working across functions, as the Trust grows

**About You**

You will already be a senior communications professional with at least 10 years of relevant work experience, a strong track record of developing and delivering organisation-wide communications strategy. You will have deep understanding of different communications channels and the ability to develop high quality, engaging content across a number of platforms.

Your communications experience and skills may have been gained from a range of sectors but your CV will demonstrate clear evidence of an interest and insight into the third sector and its challenges.

With your analytical ability and insight, you will be able to utilise our data sources and impact measurement tools to identify and articulate the impact, benefits and importance of Cranfield Trust’s services. At the same time, your creative vision, energy and know-how will help us to capture and relay the many inspiring stories that arise from Cranfield Trust’s work.

You will have significant experience of collaborating effectively with colleagues to effect change. As our organisational lead on Communications and a member of the Senior Management Team with regular contact with the Board, you must be a changemaker who can lead, influence and inspire at all levels, overcoming barriers to progress with a solutions-focussed attitude.

You will enjoy working with our passionate, dedicated, highly motivated and high-performing team of remote-based project managers and other team members to raise awareness of our work and mission.

You will have experience of leading, managing and developing a team of communications and other professionals. As a manager, you will be supportive and empowering with high expectations, a results-oriented approach and a commitment to learning and development.

Key strengths will be:

**Team Working and Leadership**

Experience of acting as senior lead for communications strategy

Experience of supporting and managing communications colleagues effectively, delivering results, building consensus and fostering innovation and creativity amongst team members

Strong relationship management and collaboration skills to facilitate the buy-in of colleagues and to progress delivery of the communications strategy

**Strategic Approach**

Ability to conceptualise, create and deliver a communications strategy

Effective as part of a senior team, working at a strategic level across the organisation

Commitment to Cranfield Trust’s mission and goals, and a genuine passion and ambition to support Cranfield Trust to succeed in its objectives

**Communications skills**

Demonstrable experience of designing, contributing to and delivering successful public relations campaigns, achieving measurable coverage and awareness raising, handling a range of media contacts and knowledge of points of influence

Ability to identify and generate knowledge, insights and stories from complex and diverse data sources

Strong interpersonal and social communication skills in addition to excellent written and verbal communications

**Summary of terms and conditions of employment**

This is a permanent post.

**Salary:** c£45,000-£48,000 per annum pro rata,plus 2% employer pension contribution

**Location**: Office (Romsey, Hampshire) or home based, with travel for work purposes and to spend time with team members and colleagues in the office as necessary.

**Hours of work:** The post holder will be employed full-time for 37.5 hours / 5 days per week

(Flexible working or 4-day working weeks will be considered for exceptional candidates.)

**Annual leave:** Annual entitlement of 33 days (on a pro rata basis for part-time staff) inclusive of Bank/Public Holidays. The office is closed during the Christmas break and annual leave must be taken during this time

**Probationary period:** There will be a six-month probationary period.

**Policies and procedures:** We have policies designed to ensure the safety and well-being of both workers and volunteers

**How to apply**

Please send a CV, or link to LinkedIn profile, with a covering letter explaining why you’d like to join us at Cranfield Trust, and why you believe you are well suited to this role.

Applications should be sent to Karen.hurley@cranfieldtrust.org by 10 December 2021. Candidates will be contacted to notify of shortlisting before Christmas, first interviews will be held in the week of 10 January 2022.