

JOB DESCRIPTION

JOB TITLE:	Public Affairs and Communications Manager
POST HOLDER:	Under Recruitment
LOCATION:	Cirencester
RESPONSIBLE TO:	Executive Director
MAIN PURPOSE OF ROLE:	<p>To help achieve ACRE’s mission to evidence and address need, to inform and to influence at a national level, speaking up as the voice of rural communities across England.</p> <p>As the national body for the 38 county based member organisations, ACRE’s unique role within the ACRE Network is to collate and utilise member evidence and intelligence, to undertake research, and to promote best practice. Through the delivery of programmes of support through members, we aim directly to improve the lives of all who live in rural England, but especially those who are at risk of isolation and disadvantage and for whom rurality brings an additional challenge and cost to their daily lives.</p> <p>The key focus of this role will be to plan, deliver and evaluate high impact proactive and reactive public relations activity to help ACRE achieve its vision of rural communities that are thriving, inclusive, economically active and which have the services needed to ensure equity for all residents.</p>
MAIN DUTIES:	<p>Overall purpose:</p> <ol style="list-style-type: none"> 1. Lead on ACRE’s Public Affairs and Communication function and to identify and take the lead on maximising communication and engagement opportunities; 2. Raise and maintain the profile of the work of ACRE and its members at a national level; 3. Facilitate effective engagement with national government, policy makers and other high profile influencers; 4. Communicate information about rural issues to a wide range of audiences to influence policy; 5. Author and publish ACRE reports, press releases and lead on social media campaigns; 6. Maintain and grow effective working relationships with key journalists and influencers; 7. Maintain and expand ACRE’s online and digital presence; 8. Ensure effective monitoring, evaluation and learning in relation to all public affairs and communication activities; <p>Strategic responsibilities:</p> <ol style="list-style-type: none"> 1. Contribute to and support the Executive Director and the trustee board in ACRE’s overall strategic development; 2. Contribute to the efficient governance and administration of ACRE and the responsible management of its resources; 3. Support the work of the ACRE Network through the collation and proactive use of evidence, research and examples of best practice. <p>Operational and technical responsibilities:</p>

	<ol style="list-style-type: none"> 1. Develop and deliver branding messages in line with ACRE’s Business and communications plan; 2. Showcase ACRE Network programmes and projects, including the production and maintenance of a bank of case studies and examples of best practice, liaising with members of the ACRE team and with ACRE members on the ground; 3. Coordinate, edit and produce the regular Network members briefing and other communications, reviewing and developing the potential to enhance the engagement with ACRE member staff and trustee colleagues; 4. Develop, produce and distribute ACRE and ACRE Network marketing, promotional and project related material; 5. Research write and edit written material as required including the annual ACRE Review and other publications; 6. Manage and develop the ACRE website, digital marketing and social media activities; 7. Commission and oversee the services of designers, printers and other contractors and professionals; 8. Work with the ACRE team to agree and review priorities and in supporting the communications (internal and external) elements of their roles; 9. Raise the ACRE Network profile through securing media coverage at a national level; 10. Build and maintain productive working relationships with other media professionals at a national level, with members, other national stakeholders and sponsors to increase ACRE’s communications effectiveness. 11. Work with communications professionals within ACRE partner organisations to promote joint services and initiatives. <p>General responsibilities:</p> <ol style="list-style-type: none"> 1. Help plan, organise and deliver events for ACRE and the ACRE Network; 2. Represent ACRE with government departments, working groups, partners and stakeholders as appropriate; 3. Maintain professional development; 4. Working as directed on any other duties that might reasonably be expected by the Executive Director; 5. Adhere to ACRE’s Health and Safety and Equality and Diversity policy and comply with all HR policies and procedures; 6. Comply with the GDPR legislation and with ACRE’s policy on Data protection.

PERSON SPECIFICATION

FACTORS	ESSENTIAL	DESIRABLE
QUALIFICATIONS	A communications professional with a relevant professional qualification and at least 3 years directly related experience.	Graduate; Member of a relevant professional body;
KNOWLEDGE AND EXPERIENCE	<p>An understanding of rural policy, public affairs and campaigns and empathy with the challenges and opportunities facing rural communities today;</p> <p>An understanding of the workings of the charitable and public sectors, including Westminster and Whitehall and their current issues and challenges;</p> <p>Excellent up-to-date knowledge of the current media landscape, and well developed skills to deliver national and regional media coverage on a variety of issues and subjects;</p> <p>Experience of managing effective internal and external communications within an organisational/network context;</p> <p>Experience of targeting communications and developing channels to meet the needs of a wide range of stakeholders;</p> <p>Experience of running social media campaigns, updating websites and the management and use of other electronic platforms;</p> <p>Experience of producing and overseeing the production of publications;</p> <p>Experience of working with partner organisations across different sectors to develop and promote services and initiatives;</p> <p>Experience with a PR or communications role in a busy, complex environment;</p> <p>A sound understanding of the principles of brand recognition and reputation management;</p> <p>Experience of planning PR activity as part of a</p>	<p>Experience of working with decision-makers and opinion formers such as MPs, civil servants, chief executives, trustees and elected members;</p> <p>An understanding of the role and function of voluntary and community organisations in rural communities today;</p> <p>Experience of working in the media;</p> <p>A sound understanding of, or experience in, tender management, budgets and managing external contractors;</p> <p>An up to date knowledge of communications and related legislation, codes and best practice;</p>

	<p>wider communications strategy to maximise impact and engagement;</p> <p>Knowledge of social, economic and political environments.</p>	
SKILLS & ABILITIES	<p>Excellent communication, interpersonal and relationship building skills;</p> <p>Proven ability to write compelling and concise copy , communicating complex information to technical and non-technical audiences alike;</p> <p>Ability and confidence to edit the work of others for maximum audience impact;</p> <p>Ability to respond to tight deadlines and work calmly under pressure;</p> <p>Sophisticated social media and digital skills;</p> <p>IT Skills – Microsoft Office, word, excel, outlook, databases;</p> <p>Sophisticated political skills and the ability to exercise excellent judgement when under pressure;</p> <p>Excellent organisational skills and the ability to prioritise own workload whilst juggling multiple priorities;</p> <p>A responsible and flexible team player;</p> <p>Ability to manage partnerships and stakeholders effectively;</p> <p>Problem solving skills and ability to use own initiative.</p>	<p>Design and picture editing skills;</p> <p>Photography and video editing skills;</p> <p>Using Mailchimp and Indesign</p>
OTHER REQUIREMENTS	<p>Access to personal transport;</p> <p>Some working outside of ‘normal’ office hours will be required;</p> <p>A willingness to take an active role in the wider management of ACRE as part of the small staff team.</p>	