



JOB DESCRIPTION

Job Title: Assistant Director – Communications – CSA Centre

Department: Centre of expertise on child sexual abuse

Section: Children's Services

Reports to: Director of CSA Centre

Line Manager and Budgetary Responsibilities:

Direct reports: Communications Manager CSA Centre, Policy Manager CSA Centre

Indirect reports: None

Budget managed: c. £75k

Context:

This is a role within the independent Centre of expertise on child sexual abuse (CSA Centre) for England and Wales, funded primarily by the Home Office and hosted by Barnardo's. The CSA Centre aims to inform and improve policy and practice at local and national levels by identifying, generating and sharing high quality evidence on what works to prevent and tackle child sexual abuse.

Key working relationships:

Internal: Director, Deputy Directors and other members of the CSA Centre. Barnardo's Corporate Leadership Group, Barnardo's Communications Leads and Barnardo's child sexual abuse leads.

External: National media; health, policing, education, children's services and voluntary sector trade media; external communications leads at key stakeholder bodies (including within Government); senior national, regional and local communication leads representing local authorities, police forces, health agencies, education bodies, voluntary organisations, and representatives from professional bodies.

Job Purpose:

Planning and delivering high quality proactive and reactive communications activity to drive impact in improvements to policy and practice in response to child sexual abuse across England and Wales. Including working with communication leads across government, strategic bodies, national and local agencies, voluntary sector and professional bodies to ensure that their own communications on child sexual abuse is informed by the CSA Centre's latest research and evidence and, as part of the CSA Centre's Senior Management Team, setting the strategic direction and driving forward the work with a particular focus on ensuring the CSA Centre is highly visible, credible and a thought leader.



Key Responsibilities:

- To strategically lead the CSA Centre's communications activity, supporting delivery of the work programme as agreed with the Home Office and other funders, within the terms of the relevant grant agreements.
- To develop strategic approaches to communications activity in order to drive sustainable changes to practice, working closely with the CSA Centre's team of Research and Evaluation Officers and Practice Improvement Advisers (PIAs)
- To engage both proactively and reactively with journalists and communication leads at the highest levels (including those within Government and senior national, regional and local strategic leads representing local authorities, education bodies, police forces, health agencies, voluntary organisations, and representatives from professional bodies), including responding to and providing challenge when necessary.
- To understand and prioritise the needs of the media in relation to the CSA Centre's activities.
- To have overall responsibility for the CSA Centre's website and social media accounts, supported by the Communications Manager.
- To develop and maintain the CSA Centre's branding and external voice, working close with the Senior Management Team and supported by the Communications Manager.
- To have oversight of the CSA Centre's publications process, working closely with the Publications Officer to ensure that research and reports are well presented and published to agreed timescales.
- To lead on the development of diverse methods for the communication of CSA Centre messages and research, including the use of infographics, podcasts and video content.
- To work with the Director and Senior Management Team to identify and manage issues which pose a risk to the reputation of the CSA Centre.
- To provide mentoring and support to other staff as required.

Key Activities:

- To lead the CSA Centre's internal and external communications functions (including in relation to reputation management, if necessary), and act as a media spokesperson as required.
- To develop and deliver creative, integrated communications plans for the CSA Centre's range of publications, handling advice, media collateral and key messages for all areas of the CSA Centre's work, to target agreed key audiences.
- To join or, where necessary, develop coalitions and networks with other prominent organisations to amplify the CSA Centre's voice and influence on communication activity related to child sexual abuse.
- To manage the CSA Centre's website, adding new content as required and ensuring existing material is maintained and up to date. Including managing contracts with website providers and leading on the development of new online mechanisms to share and enhance CSA Centre content.
- To evaluate the impact of external communications activity and share the learnings internally to inform future plans.
- To develop and maintain strong working relationships with key external stakeholders including national and trade media journalists
- To represent the CSA Centre at seminars, conferences and other events and sit on external coalitions or on key senior stakeholder groups convened by the Government or others.



- To work with colleagues to understand the context and work plan in Wales and manage the associated implications for the CSA Centre's activity, including when overseeing communications related to pieces of work with a remit across the nations.
- To liaise regularly with Barnardo's Communications Leads, including developing agreed ways of cross-organisational working.
- To manage the communications team budget.
- To line manage the Communications Manager and Policy Manager.
- To deputise for the CSA Centre Director where necessary, including in discussions with senior civil servants.
- To act as a media spokesperson as required.

This Job Description and Person Specification reflect the duties of the post as they exist at this time and may be subject to changed based on the needs of the Department Programme. The post-holder may be required to undertake other duties commensurate with the salary and competence requirements of this post from time to time as required.

Pre-employment checks will be required for the role.



PERSON SPECIFICATION

All criteria are essential unless indicated as desirable (D).

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Please note: Applicants must demonstrate in their application form that they currently use the skills outlined below or have used them previously in employment, education, training, volunteering etc.

Education/Knowledge

- Educated to Degree level or equivalent professional qualification/ knowledge.
- Strong expertise in media relations, including social media.
- Sound working knowledge of trade media for the health and social care sectors.
- In depth knowledge of the current media landscape in relation to the reporting of child sexual abuse.
- Understanding of the aims and objectives of the Centre of expertise on child sexual abuse.
- Understanding of devolution and the Welsh Government (D).

Experience

- In-depth experience of engaging with the UK national media and proven success in achieving positive coverage.
- Experience at a professionally specialised or managerial level.
- Experience of managing and balancing relationships with a wide range of senior stakeholders with differing views and agendas.
- Experience of working in a politically sensitive environment.
- Experience of developing and delivering communication plans.
- Identifying and maximising media opportunities to advance organisational objectives.
- Representing your team/organisation internally and externally at a senior level, for example on coalitions and working groups.
- Proven ability to handle sensitive, confidential issues.
- Experience of working with sensitive and/or traumatic material (while the role will not involve any direct exposure to child sexual abuse case material or details of specific cases, the broader topics around child sexual abuse covered in CSA Centre projects could be potentially upsetting)
- Experience of contract management (D)
- Managing a budget/resources (D).
- Expertise on children's issues, especially those children and young people who are most vulnerable (D).
- Experience of working in the field of child sexual abuse will be viewed favourably but is not essential for this role (D)
- Working in an equal opportunities and anti-discriminatory framework.



Skills/Abilities

- Strong writing skills, including evidence of published work for different audiences (e.g. reports, the media, journals, briefing papers etc.)
- Able to translate complex subject matter into accessible communications copy at pace.
- Strong verbal communication and inter-personal skills, including the ability to persuade and negotiate.
- Ability to anticipate stakeholders', including journalists', perspectives and positions and actively making recommendations or taking actions to maximise opportunities and minimise risks.
- Ability to represent an organisation with stakeholders at the highest level, including by providing diplomatic and constructive challenge when necessary.
- Ability to work in a self-sufficient way, including sound judgement on what issues to take action on personally and which to escalate.
- Strong time management in a fast moving environment, and the ability to manage competing priorities.

Circumstances

- Ability to travel and attend meetings within the UK in order to fulfil lead responsibilities.
- Ability to stay away from home and occasionally work unsocial hours.
- Able to work in a non-smoking environment.
- Flexibility in working hours and location, as per contract of employment.

Competencies

Strategic orientation:

Ability to translate the Centre's strategic objectives into a cohesive work plan.

Professional/business initiative:

Ability to act independently and be self-reliant to explore appropriate solutions without being asked. Thinking ahead of the present to act on future needs and opportunities.

Organisational awareness:

Ability to identify external decision-makers and the key influencing individuals and to predict how new events or situations will affect individuals and groups within the organisation. Giving consideration to who needs to know, the level of urgency and the most appropriate communication channels.

Impact and Influence:

Ability to achieve individual and organisational objectives through the use of excellent communication skills, effective negotiating and influencing techniques. Ability to negotiate, convince and influence others in internal or external environments in order to get support for the Centre's desired agenda. External environments may include media, politicians, local authorities, and professional bodies.



Planning & Organising:

Ability to strategically lead and plan various projects within a portfolio, managing staff and consulting with others, and ensuring that products are delivered on time and to a high standard. Good project and time management skills. Ability to manage a diverse workload, progressing longer projects at the same time as responding to quick deadlines.

Problem Solving:

Ability to analyse in a logical way and identify patterns and connections which are not immediately obvious. Ability to effectively use evidence, to sift out the essential elements from a mass of complex information, and to integrate and synthesise ideas and information into a coherent whole.

Team working:

A commitment to building and maintaining an effective staff team. A commitment to working collaboratively, sharing information proactively and fostering good relationships with colleagues, external services and networks.

Managing Diversity:

Recognising the unique potential that individuals from differing backgrounds, experiences and perspectives bring to Barnardo's. Utilising individual performance, developing staff, responding to changing working practices and acknowledging the changing customer/client base that the organisation operates with.

Barnardo's Basis and Values, and Equality, Diversity & Inclusion (EDI) Code of Conduct

Actively demonstrate Barnardo's Basis and Values and EDI Code of Conduct in all areas of work:

- Respecting the unique worth of every person
- Encouraging people to fulfil their potential
- Working with hope
- Exercising responsible stewardship

Leadership and Management Behaviours

Act as a role model for the Barnardo's Leadership and Management behaviours:

- Driven to deliver
- Leading and engaging
- Strategic thinking

To be completed by the People Team / Pay and Reward Team

Job Title	Assistant Director – Communications – CSA Centre
Grade	A
Job Family	Enabling Services
Job Type	Heads/Assistant Directors
Compensation Region	Rest of UK