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| **JOB TITLE:** | Corporate Communications Manager |
| **DEPARTMENT:** | Communications and Marketing |
| **JOB HOLDER:** | N/A |
| **REPORTS TO (JOB TITLE):** | Head of Communications and Marketing |
| **JOB PURPOSE**  *This is a summary, in a few sentences/bullet points, of the overall contribution this job makes to the Institute of Physics (IOP)*  The Institute is the professional body and learned society for physics. Physics impacts on all our daily lives and has the potential to help solve significant societal challenges, yet we have not articulated the impact or importance of physics well outside of the discipline. Our new strategy sets out how we will take our mission forward over the next five years. The Communications and Marketing team will be key to supporting the delivery of the strategy, and at the forefront of our efforts to raise awareness and understanding of physics, through impactful communications and engagement with opinion-formers, stakeholders, members and the public.  The Corporate Communications Manager and team will work closely with the Head of Communications and Marketing and in collaboration with teams across the department on the IOPs flagship communications and engagement campaigns and strategic programmes. In collaboration with colleagues and internal ‘clients’ they will provide communications advice on events, programmes and projects, identifying objectives, defining target audiences and developing plans in collaboration with colleagues across the comms and marketing team. The Corporate Communications Manager will ensure our corporate, stakeholder, member and internal communications activities support our strategy and protect our reputation. | |
| **ORGANISATIONAL STRUCTURE**  Organisational chart to follow. | |
| **CONTEXT**  *This briefly sets out the necessary background, including the department’s purpose, to understand how the job fits into the organisation and how it relates to other functions or jobs in the organisation*  **The team’s** **purpose**  IOP’s Communications and Marketing function is responsible for the organisation’s strategic, public and member communications, media, digital, marketing and brand. The function leads on the development and implementation of integrated communications campaigns and activities that support the implementation of organisational strategy and have the power to shift public opinion and galvanise ambassadors and change the minds of decision-makers.  The team works with internal colleagues, stakeholders, policy-makers, influencers and external partners to achieve the IOP’s strategic goals, drive attitudinal change, grow influence and inspire target audiences.  **The job’s context**  The Corporate Communications Manager is responsible for developing integrated communications plans, in partnership with communications and marketing colleagues, to support IOP’s strategic programmes, education, policy and science projects, public engagement events and partnerships in collaboration with internal ‘clients’.  Working as part of the Communications and Marketing Department and in collaboration with internal stakeholders, the post-holder will develop and deliver impactful communications plans and campaigns that support the objectives of our projects, events and initiatives and engage internal staff in the work and development of the organisation as appropriate.  The post holder will be a natural collaborator, proactively building relationships of trust with colleagues across the organisation and coordinating with the wider communications and marketing department.  The Corporate Communications Manager will work particularly closely with teams across the Department, the Head of Communications and Marketing, programme and project leads, the Executive team and staff at all levels.  The role calls for excellent judgement and an ability to build relationships of trust and mutual respect with senior influencers internally and externally. | |
| **TASKS & ACCOUNTABILITIES**  *A list of 6 – 12 statements identifying the principal outputs required of the job, which integrate to achieve the purpose of the job.*   * Work with the Head of Communications and Marketing and collaboratively across the communications and marketing teams to support an integrated approach and align activity, ensuring creative, impactful solutions to communicating our projects and activities. * Develop integrated communications and marketing plans that support IOP’s strategic programmes, public engagement events and education, policy and science projects. * Ensure our corporate, stakeholder, member and internal communications activities support our strategy and protect our reputation. * Collaborate with internal ‘clients’ to provide communications advice on events, programmes and projects, and develop a clear forward plan for internal and external communications and engagement activity. * Provide internal communications support for a range of programmes and projects and oversee the production and distribution of an all staff monthly digital newsletter. * Maximise the impact of our intranet and other internal channels, overseeing our intranet champions programme. * Help set clear, measurable objectives for internal and external communication activity and feed this learning back into the team. * Develop analytics reports and collate data on the most impactful media channels – identifying trends in opportunities to view and developing appropriate responses accordingly * To represent the organisation externally on occasion. * To contribute to the development of the IOP’s communications strategy. | |

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| **SCOPE OF DECISION MAKING / CHALLENGES**  *A summary, of no more than the 4 key main decisions/challenges the post holder may face in carrying out the accountabilities of this job.*   * To be the communications planning lead for the organisation, providing knowledgeable, well-judged advice on audience targeting, message development and on and offline channels to the leadership team and project leads. * Showing excellent judgement and ensuring accuracy, effectiveness and quality across the output of the team. * To understand risk and reputation communications issues; proactively flagging and mitigating risks and responding effectively when reputational issues occur. * To build relationships of trust and respect with IOP stakeholders at the highest level. |
| **DIMENSIONS**  *A summary of any numerical facts and figures that are relevant to illustrate the scale of the role e.g.*   * Management of Corporate Communications Officer, freelancers and agencies as required. * This role reports to the Head of Communications and Marketing. * The post-holder will lead on integrated communications planning and advise on strategic and internal communications activity; working closely with the Head of Communications and Marketing, Programme Heads, the Executive team and senior staff. |
| **KNOWLEDGE, SKILLS & EXPERIENCE**  *The below are the skills, qualifications, membership requirements and experiences that are* ***necessary*** *for full and effective performance of this role, unless stated otherwise*  **Skills**   * Highly skilled communications professional able to lead the development plan integrated communications campaigns incorporating corporate, consumer and internal communications. * Skilled at audience identification, message development and effective use of on and offline channels, able to understand the motivations of audience groups and engage them effectively. * Excellent written and verbal communication skills with a keen eye for detail and accuracy with strong editing and proofreading skills. * Ability to convey complex issues in a simple manner. * Strong team player with the ability to show understanding and sensitivity to others’ views and objectives and to support other team members as required. * A creative and solutions focused approach with the ability to identify and exploit opportunities. * Excellent negotiating and influencing skills, with the ability to work collaboratively with colleagues, stakeholders and external contacts. * Ability to work calmly under pressure to tight deadlines. * Ability to make sound judgements. * Effective time management with the ability to plan, prioritise and deliver to tight timescales. * Enthusiastic, proactive and a flexible approach to work. * Computer literate – good working knowledge of Microsoft Office and intranet (WordPress) software.   **Qualifications / Membership requirements**   * Educated to degree level or equivalent experience   **Experience**   * Experienced writer with substantial experience of copywriting, editing and of developing effective and appropriate key messages, Q&As, organisational positions and briefings. * Demonstrable experience of the planning, development and implementation of proactive, effective * communications activity and campaigns to a range of audiences. * Proven experience of creative communications activities and campaigns that raise awareness of an organisation’s event, service or product. * Experience of developing and delivering internal communications plans and activities. * Strong account management, project management and service planning skills. * Strong track record delivering evidence-based campaigns and of measuring impact. * Experience of managing freelancers, agencies and suppliers, overseeing budgets and assigning resources to projects. * Experience of partnership working and managing stakeholder relationships. |
| **COMPETENCIES**  *The behaviours that must be demonstrated in the job*   * Functional/technical skills – has the functional and technical knowledge and skills to do the job at a high level of accomplishment. * Drive for results – can be counted on to meet or exceed goals successfully. * Managing and measuring work – takes responsibility for tasks and decisions. * Customer focus – is dedicated to meeting the expectations and requirements of internal and external clients and collaborators. * Personal learning – picks up on the need to change personal and interpersonal behaviour quickly. |