



## **JOB DESCRIPTION:**

### **Communications Manager**

<b>Salary:</b>	<b>£33,000 - £40,000</b>
<b>Contract:</b>	<b>Ongoing</b>
<b>Probation length:</b>	<b>6 months</b>
<b>Line-manager:</b>	<b>Chief Operating Officer</b>

#### **The Henry Jackson Society**

The Henry Jackson Society (HJS) is a think tank and policy-shaping force that fights for the principles and alliances which keep societies free – working across borders and party lines to combat extremism, advance democracy and real human rights, and make a stand in an increasingly uncertain world.

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#### **The Role**

The Communications Manager is a key member of the operations team. Working closely with both the Policy Relations Manager and the management team, the Communications Manager will divide their time equally between digital communications, corporate and marketing communications, and building relationships with the media to promote the organisations output.

The Communications Manager will help improve the external communications and relations for the Henry Jackson Society, working with management and research teams, and within the communications and policy teams, to conceive ideas, build engagement plans and execute communication through various media channels.

This role will require a proactive and ambitious approach, able to marry the detail-oriented and fast-paced nature of the job in building awareness, interest and support for HJS, its initiatives, projects and policies. Serving as one of the organisation’s media point-people and external representatives, you will play a major part in identifying and exploiting communications opportunities, both in print, broadcast and digitally, working with management and the research team in producing material, managing the media outreach and assisting colleagues with their media and parliamentary profiles.

#### **Key Duties**

1. Managing HJS’s media and external communication, monitoring media in line with HJS’s remit, keeping colleagues informed of stories relevant to HJS, writing press releases and website copy, identifying new media channels and helping HJS to establish thought leadership in its areas of work.

2. To assist with the management and extension of HJS's network of influencers and media contacts, developing a structured approach to acquiring new and relevant media relationships, maintaining a database of journalists and managing key processes such as the submission of op-eds, briefing invitations, etc.
3. To work with colleagues in identifying key publication opportunities for HJS issues within the policy domain and work with policy specialists to exploit these to best effect, including with Parliament where appropriate.
4. To work with colleagues to produce effective material aimed at TV producers and lead on proactively acquiring opportunities for HJS staff to appear on TV on an ongoing basis.
5. To work with the events team to develop and expand HJS's presence at events and conferences, in line with the wider communications strategy.
6. Assist the Parliamentary Affairs manager with political events.
7. To ensure all events and time-sensitive work is covered by way of social media to ensure no opportunity to promote HJS is missed.
8. To deliver, and where necessary create, communications templates requiring elements of design, formatting and management of brand standards and consistency.
9. To assist, where appropriate, with the design and publication of HJS printed and published content.
10. To manage and develop the websites, social media, media outreach and marketing components – as appropriate – of HJS and its projects.
11. To lead on design and video/audio editing within the organisation, producing a range of marketing material and publications using your graphic design and editing skills.

Such other duties may be assigned by the Executive Director or their nominee.

### Health, Safety & Wellbeing Considerations

This role involves undertaking duties which include the Health, Safety and wellbeing issues outlined below. Please be aware of these, when considering your suitability for the role.

- Regular use of screen display equipment
- Occasional lifting/carrying of heavy equipment

### Person Specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job.

Qualifications / Training	Essential	Desirable
GCSE English and maths or equivalent	✓	
Degree	✓	

Experience / Knowledge	Essential	Desirable
Previous relevant media/PR/communications experience	✓	
Experience of running or participating in campaigns of some kind		✓

Experience with use of databases	✓	
Confident writing and speaking skills, and experience of communicating policy recommendations to a variety of audiences	✓	
Evidence of successful placement of news stories, op-eds and booking interviews	✓	
Knowledge and practical usage of social media	✓	

<b>Skills / Abilities</b>	<b>Essential</b>	<b>Desirable</b>
Good IT skills, particularly Microsoft Office packages and Adobe products	✓	
Web-management skills - WordPress	✓	
Good communication skills both written and verbal	✓	
Good digital marketing skills	✓	
Ability to work independently to prioritise a varied workload	✓	
Ability to work well as a member of a team	✓	
Ability to handle high-pressured environments	✓	
Excellent organisational skills	✓	

<b>Additional Attributes</b>	<b>Essential</b>	<b>Desirable</b>
Willingness to work outside of normal working hours without time off in lieu	✓	
Ability to work flexibly as role demands	✓	
Pro-active and self-motivated with a drive to develop and willingness to undertake further training if necessary	✓	
Passionate and enthusiastic about the work of HJS	✓	
Sympathy with our ideals expected	✓	