



**Communications & External Affairs  
Manager:**

**Communications & External Affairs Team**

# Job Description:

## Location:

London office-based, 2-3 days per week, but would consider remote for the right candidate.

## Purpose of the job:

This is a strategic and fast-paced role in a growing charity within the newly-formed Communications and External Affairs directorate. The **Communications and External Affairs Manager** will play a pivotal role in working with the Directors of Communications and External Affairs to develop the charity's influencing strategy; and to lead on delivering this in a focused, proactive and creative way.

It presents an opportunity for an experienced external affairs professional with an enthusiasm for developing and delivering integrated influencing strategies, encompassing digital, social, PR and external affairs approaches.

## Key roles and responsibilities:

### Influencing:

- Work with the CEO, Directors of Communications and External Affairs, Policy and Practice Advisor and the Development Manager (Wales) on the development of the organisation's influencing and external affairs strategy to deliver policy and practice changes for kinship carers and lead on the delivery of these.
- Monitor policy, legislation and the wider external environment, identify opportunities and provide insight and advice to internal audiences in order to inform strategies and operational decisions.
- Monitor parliamentary and Senedd activity and identify opportunities for influencing, quickly and proactively responding to these with appropriate activities.
- Work with the Policy and Practice Advisor to develop policy positions, rooted in Kinship's insights and evidence and informed by kinship carers, that will resonate with decision makers and secure tangible and transformative changes to policy and practice.
- Drafting briefing materials for internal and external audiences (e.g. for CEO ahead of Parliamentarian meeting, for MPs ahead of Parliamentary debate).
- Developing policy briefings and fact sheets on key issues, available and accessible to all audiences.

### Stakeholder engagement and management:

- Conduct stakeholder mapping to support the external affairs and influencing strategy and identify key targets for strategic relationship development.

- Build and manage relationships and networks with key stakeholders, identifying proactive and reactive opportunities for engagement.
- Identify and maximise strategic opportunities for cross-sector collaboration through formal and informal coalitions, building partnerships which extend Kinship's capacity and influence (e.g. with think-tanks, umbrella organisations and public and private sector bodies).
- Maintain stakeholder contact management system and use insight to develop audience journeys for key stakeholder groups, implementing these.
- Arrange and/or support the running of events and meetings with opinion formers and decision-makers.
- Development of an outreach programme of MP and Ministerial visits to Kinship services and peer support groups and with kinship carers across England and Wales.

### **Communications:**

- Develop content (including briefings, fact-sheets, videos, infographics, press releases) for external audiences, focused on the charity's influencing priorities.
- Oversee policy-focused media outreach, including drafting press statements and releases on key policy or influencing issues; briefing journalists; pitching stories and working collaboratively with the Communications and Media Manager to respond in a timely fashion to policy-focused requests via the Kinship press office.
- Be responsible for responsive policy-focused external communications on social media channels and working collaboratively across the Communications and External Affairs Team to contribute content suited for key external affairs audiences to the wider social media content plan.

### **Cross-cutting:**

- Work in collaboration and co-production with kinship carers and their families and kinship care experienced young people to ensure meaningful input and representation in the development of relevant plans and activities, working closely with the Campaigns team and Senior Youth Participation Worker.
- Contribute to the Communications and External Affairs management team working together in an integrated and collaborative way to create a high-performing communications function able to help the charity raise its profile and push issues affecting Kinship carers up the public and political agenda.
- Support the Communications and Media Manager in implementing and securing buy-in to an organisation-wide communications planner and briefing process to enable the development of more proactive and purposeful communications activity across all channels.

- Contribute to the development of performance indicators to measure and learn from all external affairs and influencing activities and provide regular reporting and analysis against these.
- Line management of Communications Officer, working closely with the Communications and Media Manager and the Communications and Marketing Manager who will have dotted line management responsibility.
- Manage budgets for key projects.
- Carry out any other duties that may reasonably be required.

## **Person specification:**

### **Essential qualifications and experience:**

- At least two years' experience in a similar manager role or a senior officer ready for the next challenge of managing a communications and external affairs team.
- Experience of external affairs and influencing strategy development, objective setting, delivery and monitoring.
- Commitment to and proven experience of engaging people with lived experience in influencing activities.
- Experience in advocacy or public affairs with demonstrable success in influencing UK government policy.
- Experience of working with parliamentarians of all parties and senior civil servants.
- Extensive experience of project management and delivering ambitious plans on time, to budget and evaluating outcomes.
- Experience of stakeholder communications and building relationships with people at all levels.
- Experience of leading or contributing to creation of content for digital, social and traditional media focused on influencing priorities or policy calls (e.g. drafting social media posts, press releases, blogs).
- Experience of developing effective partnerships to influence and secure policy change.
- Experience of working on a variety of projects simultaneously and the ability to calmly manage proactive and reactive projects simultaneously and prioritise.

### **Essential skills and abilities:**

- An excellent understanding of UK political systems and proven experience of stakeholder engagement



- Excellent written and spoken communications, with the ability to tailor communications effectively to different audiences and channels.
- Thorough knowledge of Parliamentary procedures and understanding of policy-making at Westminster, Senedd Cymru and local authority level.
- Excellent influencing skills, and the ability to develop creative, focused and ambitious influencing strategies.
- Excellent written skills and proven experience of providing high quality copy to deadline.
- Excellent organisation and administration skills, and the ability to work happily in a fast-paced environment, keeping multiple projects and objectives on track.
- Able to calmly manage proactive and reactive projects simultaneously and prioritise effectively.
- Using Microsoft Word, Excel, PowerPoint and online design programmes such as Canva.

### **Desirable experience, skills and abilities:**

- Experience of kinship care
- Knowledge of children's social care system and/or experience of work with kinship carers.
- Understanding of working in the charity sector.
- Policy and/or research experience.
- Experience of influencing/public affairs in Wales, including the Senedd.

### **General attributes:**

- A strategic thinker who considers the wider context when planning any communications activity
- Confident building trusted relationships with internal and external stakeholders
- Organised with excellent attention to detail.
- A creative and solutions focused person, happy using your own initiative and quickly seizing opportunities.
- Able to digest complex information quickly and communicate it clearly and compellingly to others.
- Enthusiastic about working across multiple communications disciplines, willing to learn and develop.
- Flexible and willing to provide some out-of-hours cover and travel for work occasionally.
- Commitment to improving the lives and opportunities of children in kinship care and their families.
- Commitment to professional development.

- Enthusiasm for working collaboratively in a small, fast paced and developing charity, with the positive and approachable attitude, tenacity and innovative problem solving this requires.
- Passionate advocate of the vision, mission, and values of Kinship.
- A demonstrable commitment to equality of opportunity.
- Fluent written and spoken English.
- Permission to work in the UK.

### How to apply:

Apply with a **CV and 1-2 page cover letter** in Word format to [recruitment@kinship.org.uk](mailto:recruitment@kinship.org.uk), along with a completed Diversity & Equality questionnaire.

**Your cover letter must set out skills and experience as outlined in the person specification.**

Applications in other formats or without all these elements will not be considered. Applications to be submitted by **12pm on 25 October 2021** and first interviews either week commencing **1 or 8 November 2021**.

If you have questions about this role, please contact recruitment. Interviews may be arranged as suitable candidates are identified, so early application is strongly advised.



# What it means to work at Kinship:

## Our vision:

A society in which kinship carers and the children they care for are **recognised, valued** and **supported**.

## Our mission:

To ensure that kinship carers and the children they care for get the **support** and **recognition** they need.

“

Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers. **(Staff member at Kinship)**

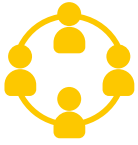
”

We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.



# What we can offer you:



## Community:

- Employee resource groups (including Equality, Diversity and Inclusion Committee and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.



## Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



## Family:

- Our policies include compassionate, dependents, carers and bereavement leave that support the lives of employees who have additional commitments.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



## Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.



## Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.



## Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



## Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



## Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.



# Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector. Kinship operates a blind recruitment process in-house and any identifying information will be removed from your application prior to shortlisting.

## Standard clauses:

- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

**Note:** This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.

Candidates must have a willingness to work regular evenings and weekends as required (time off in lieu will be provided) and to travel nationally (when possible) to attend events.