

Job Description

Communications Manager

Date prepared: April 2021

Job title:	Communications Manager - Part-time, 3.5 or 4 days per week (FTC – 31 March 2023)
Reporting to (job title):	Chief Executive
Objective of role:	To assist the Chief Executive in delivering the objectives and ambitions of the Financial Services Skills Commission. Create, deliver and manage high-quality communications to promote the work and raise the profile of the Commission and its work.

Overview

The Communications Manager role is a high profile, influential and exciting opportunity in the Financial Services Skills Commission, which is working at the heart of the UK Financial Services sector to improve skills in the industry.

You will help to shape and communicate the activity of the Financial Services sector on skills as we work with our members and others to grow and diversify the pool of talent in the UK. As Communications Manager for the organisation you will be responsible for creating and delivering high quality, engaging and impactful communications to promote the work and raise the profile of the Commission and its work to our wide range of stakeholders.

The role involves regular engagement with communications, press, marketing and finance colleagues in our partners organisation TheCityUK as well as our members and other stakeholders to ensure smooth running of our operations.

Key Activities & Responsibilities

- Lead communications for the Commission, including PR, marketing, events, internal (as required).
- Create high-quality content for use on a wide range channels, e.g. website and social media, in press releases, in government briefings, in articles and in newsletters and member communications.
- To create, maintain, implement and evaluate an effective and engaging communications and events strategy that raises the profile of our work, ensures we are engaging with the right stakeholders, delivers our key messages and helps to progress our ambitions.
- Develop and implement a programme of member communication, including the collation and sharing of relevant insights and intelligence, and the wider member marketing programme.
- Work closely with the Policy & Research Manager to support the development and implementation of a stakeholder engagement strategy.
- To create, manage and maintain our contact database ensuring compliance with data protection requirements.
- Establish and grow relationships with key journalists and stakeholders.
- Work with colleagues to secure new members and help retain existing ones.

- Lead on developing and delivering a programme of events for the Commission, working with colleagues at TheCityUK where necessary.
- Act as a strong ambassador for the Commission and, where relevant, attend events and summits to represent the work of the Commission.
- Play an active role in the operation of the Commission alongside other employees and in support of the Chief Executive carrying out other duties as reasonably instructed.

Key Relationships & Interfaces

Internal:

- The Commission Board and Advisory Group
- Workstream working groups
- Other Commission staff

External:

- Corporate communication and public affairs colleagues TheCityUK and City Corporation
- Key contacts in member firms
- Education and training sector stakeholders
- Key government and local stakeholders
- Industry bodies and related stakeholders

Person Specification

Knowledge & Experience

- Significant experience in a communications, PR and/or marketing role including developing and managing a range of communications across various channels. Events management experience desirable.
- Strong knowledge of current marketing and communications best practice with the ability to recognise business needs and organisational goals, applying and developing marketing campaigns and events around these.
- Ability to adapt communication principles to develop engagement programmes with a wide range of the Commission's key stakeholders
- Experience of and Microsoft Office packages (Word, Excel, Powerpoint, Sharepoint, Teams)
- Experience of website administration and maintenance (Wordpress corporate) and software and applications for design and online communications (Twitter, LinkedIn, Survey Monkey, Mailchimp, Word Press, Canva) desirable
- An operational knowledge of project management principles and an ability to apply them to the management of communications, events, webinars and marketing campaigns.
- Experience of managing contact databases, mailing lists and distribution, including utilising data from different sources and mail merges.
- Experience of or ability to analyse engagement with communications activity (website, LinkedIn, Twitter etc) to ensure that the most effective activities are prioritised and delivered, using analysis to inform and improve on future events and marketing campaigns.
- Experience of working with and building relationships with a diverse range of stakeholders, including with media and senior figures, essential.

Skills

- Excellent written and verbal communication is essential, including the ability to draft engaging and impactful communications that contain a compelling narrative and persuasive arguments.
- Strong organisational skills and ability to work well individually and as part of a team.

- Effective at planning, organisation, and time management, self-starter, prioritises tasks, attention to detail, takes responsibility and ownership
- Ability to analyse data arising from communications activity and to identify trends, using analysis to inform and improve on future communications campaigns and to also make recommendations to management.
- Strong numerical skills with the ability to manage and monitor budgets in accordance with financial requirements.
- Strong interpersonal, teamwork and influencing abilities
- Ability to identify, create and drive communication and marketing opportunities without direction and drive forward delivery

About the Financial Services Skills Commission

The Financial Services Skills Commission is an independent, non-partisan, member-led body, representing the UK financial services sector on skills. We work directly with the sector and advocate for innovative collaboration to ensure that businesses have the talent and skills it needs for the future.

We are a small team who are passionate about making a difference to the financial services sector by driving inclusion and diversity and by making sure that talent in the sector have the right skills for the future. We work at pace and delivering outcomes for our clients is our priority. We are collaborative and inquisitive and value trust, communication and new approaches to solving problems.