

Head of Communications - Application Pack

About Carnegie UK

Carnegie UK is an endowed charitable foundation, set up in 1913 by philanthropist Andrew Carnegie. Our purpose is to improve the wellbeing of people in the UK and Ireland.

For us, wellbeing means everybody having what they need to live together well, now and in the future. We believe collective wellbeing happens when social, economic, environmental and democratic wellbeing outcomes are seen as being equally important and are given equal weight.

In 2021, we launched our Strategy For Change, setting out our vision and strategic priorities for the coming years.

We work in ways that reflect our organisational values:

- motivated by change
- challenging
- kind
- collaborative.

Learn more about [Carnegie UK](#)

Purpose of Role

External communications play a vital role in the delivery of Carnegie UK's strategy, helping us to advance our mission to improve wellbeing.

As Head of Communications, you will work with colleagues across the Carnegie UK team, leading the development and deployment of a range of communications approaches, supporting us to achieve our wellbeing programme outcomes. You will increase awareness of Carnegie UK, broadening the reach and recognition of our work amongst key stakeholders. An important part of your job will be to help ensure the effective deployment of our new verbal and visual brand across all communications channels, helping to position us as the UK's leading wellbeing foundation.

Key Responsibilities

- Lead the development and delivery of Carnegie UK's communications strategy, in line with our new strategic plan, working across media relations, web and social media platforms.
- Identify opportunities for Carnegie UK to extend our reach, to take our messages to new and diverse networks and audiences who can help us achieve our strategic objectives.
- Work closely with internal programme teams and partner organisations to develop inspiring and impactful communications plans, tailored to help achieve the specific outcomes of each programme.
- Support programme teams in the development of a range of written communications materials, including commentary, articles, blogs, surveys, case studies and press releases.
- Support the ongoing development and implementation of Carnegie UK's new verbal and visual brand across our external outputs; to ensure a consistent and coherent approach and clear understanding of our core messages amongst our wide stakeholder network
- Develop creative and engaging content for the website, publications and social media platforms.
- Contribute to the management of website and social media content.
- Research and develop opportunities to enhance Carnegie UK's media work, with the goal of securing high profile proactive and reactive media coverage, relevant to our objectives.
- Work closely with Carnegie UK's senior managers to develop and build relationships with key media contacts.
- Work closely with senior managers and programme teams to support the development of Carnegie UK's approach to public affairs in the delivery of our new strategy
- Work closely with colleagues from across the organisation to develop an approach to continuous learning and improvement; ensuring that lessons, stories and outcomes from our communications activities are captured in appropriate and effective ways, and the impact of these are considered and understood alongside our other policy, practice and advocacy activities.
- Work closely with colleagues across Carnegie UK to support the ongoing development and implementation of our new Organisational Development Plan

Person specification

We are seeking an experienced communications professional for this key role at Carnegie UK. You will have experience of leading the development and delivery of organisation-wide communications strategies. You will be experienced in developing and implementing public policy communications campaigns that extend the impact and reach of public policy work. You will have a sophisticated understanding of different media channels and be able to build strong networks with key stakeholders. You will have expertise in branding and brand development. You will be able to create a range of high quality, engaging written and visual content for multiple platforms. You will be committed to Carnegie UK's mission of improving collective wellbeing and to working in a values-led organisation with a focus on continuous learning.

The successful appointee will demonstrate the following attributes:

Balancing Personal Autonomy and Team Working

- Ability to lead mutually supportive teams to achieve the strategic aims of Carnegie UK
- Builds confidence and capacity of teams to take clear responsibility for project delivery while retaining overall responsibility.
- Actively shares knowledge, information and resources within teams and across the organisation to encourage collaboration.
- Actively manages team dynamics when working across multiple teams and discusses priorities proactively with senior colleagues

Communicating Effectively

- Able to write a high standard on complex issues using a variety of different approaches and ensure consistency in quality of external communications across teams.
- Ability to represent Carnegie UK at high level stakeholder meetings and conferences, building rapport with audiences and presenting challenging ideas with authority.
- Ensures consistency of messages across programmes, relating these to the organisation's core mission and strategic objectives
- Builds a cross-cutting network of relevant communications stakeholders and is able to influence them using multiple methods.

Delivering Results

- Shows high awareness of economic, social, environmental and democratic trends impacting on wellbeing
- Actively seeks and promotes a culture of continuous improvements to ways of working. Balances innovation and risk to maximise impact.
- Is recognised as being approachable and solutions-focused when problems arise and encourages a supportive environment which focuses on lessons learned. Effectively plans work to ensure an appropriate and balanced workload .
- Reports clearly to the appropriate governance structures on impact and learning of communications activities.
- Reviews activities in light of new information and where changes are required, ensures that these are implemented within teams and across the organisation as a whole, where appropriate

Your Application

To apply, please submit your CV and a personal statement of no more than 600 words telling us why you'd like to work for Carnegie UK and why you believe you are suited to this role.

Applications should be submitted to info@carnegieuk.org by **1 November 2021**.