**Head of Communications - Application Pack**

**About Carnegie UK**

Carnegie UK’s 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.

Our purpose is better wellbeing for people in the UK and Ireland. Our experience tells us that we can have the biggest impact on people’s lives when we influence decision-makers, whether these are businesses, politicians, civil or public services, or non-governmental organisations.

We work with partners to contribute to what is known about wellbeing, testing and studying what works in practice. We then use evidence to make the case for which approaches and systems need to change, and recommend how to make that happen.

In 2021, we launched our [Strategy For Change](https://d1ssu070pg2v9i.cloudfront.net/pex/pex_carnegie2021/2021/08/09124822/Carnegie-UK-strategy-for-change-2021.pdf), setting out our vision and strategic priorities for the coming years for how we might achieve better wellbeing.

We work in ways that reflect our organisational values:

• motivated by change

• challenging

• kind

• collaborative.

You can learn more about Carnegie UK [HERE](https://www.carnegieuktrust.org.uk/)

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**About this role**

External communications play a vital role in the delivery of Carnegie UK’s strategy, helping us to advance our mission to improve wellbeing. The Head of Communications post is a new role for us and we are very excited to be adding these skills to our team as we recognise the value they will add to achieving our strategic objectives.

As our first Head of Communications and a member of the senior leadership team, you will work with colleagues across the Carnegie UK team, to help achieve our wellbeing programme outcomes and position us as the UK’s leading wellbeing foundation.

**Key responsibilities**

**Communications**

* Lead the development and delivery of Carnegie UK’s first communications strategy.
* Lead the development and implementation of Carnegie UK’s new verbal and visual brand.
* Work closely with senior managers and programme teams to develop Carnegie UK’s approach to public affairs.
* Identify opportunities for Carnegie UK to take our messages to new and diverse networks and audiences.
* Develop and lead opportunities to enhance Carnegie UK’s media work, to secure high-profile, proactive and reactive media coverage.
* Work closely with Carnegie UK’s senior managers to develop and build relationships with relevant media contacts.
* Work closely with internal programme teams and partner organisations to develop inspiring and impactful communications plans..
* Support programme teams to develop a range of written communications, including commentary, articles, blogs, surveys, case studies and press releases.
* Develop creative and engaging content for the website, publications and social media platforms.
* Manage the website and social media content.

Senior leadership

* Work closely with colleagues from across the organisation to develop an approach to continuous learning and improvement
* Ensure lessons, stories and outcomes from communications activities are captured effectively, and the impact of these are considered and understood alongside our policy, practice and advocacy activities.
* Work closely with colleagues to support the ongoing development and implementation of our new Organisational Development Plan.

**Person specification**

We are looking for an experienced communications professional for this important role at Carnegie UK. You will have have led the development and delivery of organisation-wide communications strategies to achieve advocacy or public policy changes, or have an interest in using your communications experience in other sectors to move into this field.

By joining us, you will be committing to help achieve 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.
* 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.

***Communicating Effectively***

* Able to write a high standard on complex issues.
* Ability to represent Carnegie UK at high-level meetings and conferences, building rapport with audiences and presenting ideas with authority.
* Build a cross-cutting network of relevant communications stakeholders. .

***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 approachable and solutions-focused when problems arise and encourages a supportive environment which focuses on lessons learned.
* 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.
* Effectively plans work to ensure an appropriate and balanced workload.

**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 uploaded via the Aspen People website at <https://jobs.aspenpeople.co.uk/job/head-of-communications-283.aspx> by Monday 4th April 2022.

For a confidential discussion, please get in touch with Kate Kennedy or Debbie Shields at our recruitment partners, Aspen People, on 0141 212 7555.