

## **Job Description**

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|------------------------|----------------------------|
| <b>Post title:</b>     | Communications Manager     |
| <b>Department:</b>     | Communications             |
| <b>Band:</b>           | 3                          |
| <b>Contract:</b>       | Fixed term contract        |
| <b>Reports to:</b>     | Head of Engagement         |
| <b>Direct reports:</b> | None                       |
| <b>Office base:</b>    | Finsbury Tower, London EC1 |

### **Job purpose**

You will be a member of the seven strong communications team reporting to the Head of Engagement. You will oversee the production of key HFEA publications and lead on the writing of content for the new website.

### **Key responsibilities**

- Oversee the production and editing of HFEA publications including reports, leaflets and forms.
- Responsible for updating the Getting started guide for patients ensuring it contains the most recent information, contact details and best practice.
- Responsible for editing and producing new patient information leaflets for licensed clinics to use. Oversee the use of the HFEA brand, ensuring consistency of visual and written communications across the organisation.
- Implement the outcomes of the brand refresh exercise, including communicating with colleagues to ensure they are aware of new templates and how to use them.
- Work with colleagues on the annual conference project to ensure the written materials are produced on time and in house style.
- Work with project managers across the organisation, particularly in Policy, to advise on the content and production of publications including reports and leaflets.
- Contribute to the website content project board to ensure the new website contains up to date, current information that is written in accordance with the HFEA style guide.
- Make presentations as required to various groups and committees to promote the brand refresh and house style guide.

Lead on the design of HFEA publications using a software design package.

Support colleagues in the communications team where necessary and contribute to team and directorate meetings.

**Person Specification – Qualifications, knowledge and experience required**

| <b>Essential</b>   | <b>Desirable</b>  |
|--|---|
| <ul style="list-style-type: none"> <li>Formal qualification and/or evidence of training relevant to the post - eg public relations; website content management; communications design techniques</li> </ul>                        | <ul style="list-style-type: none"> <li>Degree level qualification, preferably in a communications-related subject</li> </ul>                            |
| <ul style="list-style-type: none"> <li>Experience in developing communications strategies and implementation and monitoring of communications plans</li> </ul>   | <ul style="list-style-type: none"> <li>Design skills and the ability to use image creation and manipulation software, such as Adobe Indesign</li> </ul> |
| <ul style="list-style-type: none"> <li>Highly developed written and oral communication skills, including the ability to prepare high quality communications materials, written in plain language, under tight deadlines</li> </ul> | <ul style="list-style-type: none"> <li>Experience of managing and generating web content</li> </ul>   |
| <ul style="list-style-type: none"> <li>Experience of using a variety of communications channels, such as digital media, publications and press/PR, to meet organisational and specific communications objectives</li> </ul>        | <ul style="list-style-type: none"> <li></li> </ul>  |
| <ul style="list-style-type: none"> <li>The ability to work with and communicate effectively with staff at all levels of the organisation</li> </ul>  | <ul style="list-style-type: none"> <li></li> </ul>  |