

private & confidential

# Role Description



Policy & Communications Director

**For further information please contact:**

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## JOB DESCRIPTION

**JOB TITLE:** Policy & Communications Director  
**REPORTS TO:** CEO

### JOB PURPOSE

The Policy & Communications Director leads a strategic, integrated and proactive approach to policy and public affairs, media relations and communications with all GamCare stakeholders including service users.

The post-holder will be a trusted senior adviser to the Chief Executive, the Executive Leadership Team and the Board on issues relating to reputation, policy development, PR and parliamentary influencing and campaigning, media management and internal communications/engagement

The post-holder will be a member of the senior management team and will play an essential role in the development and delivery of our strategy and business plans.

### ACCOUNTABILITY

- Reports directly to CEO
- Member of Executive Leadership Team (CEO + Directors)
- Attends Board of Trustees meetings
- Manages all Policy and Communications staff.

### RESPONSIBILITIES

- Establish and lead a new Policy & Communications Department, including budget planning and management and the recruitment of key personnel
- Create and evolve a compelling narrative that brings to life Gamcare's strategic mission, goals and achievements
- Lead on all aspects of GamCare's public affairs, stakeholder engagement, media relations and marketing communications
- Develop and advocate legislative, regulatory and public policy positions
- Develop and lead delivery of GamCare's strategy for raising its profile, building its reputation and engaging with its stakeholders.
- Advocate for GamCare by developing external stakeholder relationships within media, industry and the political arena to promote GamCare's services, brand and income streams.
- Act as a senior spokesperson and primary contact for GamCare in engagement with policymakers, influencers, media and stakeholders
- Protect and develop the GamCare brand
- Initiate and oversee market research and media monitoring

- Liaise with and support organisations developing national awareness campaigns.
- Design and lead a program of events to promote GamCare to key stakeholders in conjunction with the CEO.
- Oversee the production, copywriting and editing of regular publications.
- Develop an internal engagement strategy that ensures each employee understands Gamcare's strategic mission and the importance of their role in delivering it
- Ensure consistency across all messaging, internal and external
- Report to the Chief Executive and the Board on the effectiveness of GamCare's communications and engagement work

## **PERSON SPECIFICATION: KNOWLEDGE, SKILLS & EXPERIENCE**

### **Training & Qualifications**

#### *Essential*

- Educated to degree level or equivalent

#### *Desirable*

- Master's degree or professional qualification

### **Experience**

#### *Essential*

- At least 10 years of senior management experience across all aspects of government relations, regulatory affairs and public policy
- Track record of developing and carrying out programmes of activity that influence the national agenda
- Proven ability to engage with the media at all levels and across all channels
  
- Design, development and management of marketing and communications strategies
- Development and oversight of creative marketing plans for products and services
- Management of digital communications strategies, including website and social media
- Budget management and evaluation of effectiveness.

#### *Desirable*

- Director level experience
- Track record at senior level in a non-profit organisation.

### **Knowledge and Skills**

#### *Essential*

- Excellent leadership, communication and interpersonal skills
- Demonstrable interest in social issues including addiction and mental health
- Ability to represent GamCare externally at all levels

- Proactive, strategic thinker with sound judgement, diplomacy and ethics
- Solution-oriented, flexible and collaborative
- Ability to develop and maintain relationships with policymakers and influencers
- Ability to undertake strategy development including stakeholder analysis
- Expertise in the effective use of social media
- Excellent team working skills, ability to liaise and work with senior managers, Trustees and employees/volunteers.
- Ability to work at different levels across the organisation and to tight and competing deadlines.
- Budget planning and management skills
- Analytical skills in developing and assessing the effectiveness of marketing.