

Communications and Engagement Manager

Job description

Directorate	Policy and Engagement	Reports to	Head of Communications
Salary	£46,000 - £50,000	Contract	Permanent
Security level	Counter Terrorism Check	IPSA reference	CAEM23

Purpose and context

A key role supporting the organisation in delivering IPSA's strategic plan and improvement programme. By leading and coordinating a wide range of communications activity within, and outside, of IPSA, the postholder will ensure that IPSA's role as an independent regulator is well understood by the media, the public and stakeholders.

The postholder will develop and deliver the external and internal engagement for IPSA's organisation-wide improvement programme and will ensure that all activity supports the delivery of IPSA's organisational strategy. This will include delivery of communications, events, materials, and engagement, both within and outside, of IPSA.

This role is part of a small Communications and Engagement team and will line manage one Communications Officer.

Key responsibilities

- Developing and delivering a strategy for stakeholder communications, including proactive public engagement activity to explain IPSA's role in supporting democracy, and the value brought from its funding of MP offices.
- Making innovative and impactful use of social media, and other tools, to engage with the public and other stakeholders about IPSA's work, including promoting IPSA's employer brand.
- Explaining to the media and other interested parties IPSA's position on strategic and policy issues, matters relating to the publication of information on MPs' business costs, and queries about individual cases.
- Supporting the Head of Communications in building a network of media stakeholders to enable IPSA's role and operations to be better understood and valued.
- Deputising for the Head of Communications and acting as an out-of-hours spokesperson.
- Developing and managing a plan for inspiring internal communications and staff engagement, focused on organisational improvement, and driving the strategic narrative of IPSA's work.
- Ensuring the intranet is up-to-date and is increasingly the method by which we communicate internally, focusing on organisational priorities and aspirational content.

- Undertake a range of communication and engagement and continuous improvement projects to help deliver IPSA’s communications ambitions and the overall strategic objectives of the organisation.
- Line management of the Communications Officer.
- Undertaking autonomous projects and other ad-hoc pieces of work as well as contributing to wider IPSA projects, as required.
- Reflecting IPSA’s values of staying connected, seeing the bigger picture, being open, doing the right thing and making a difference through all that you do.

IPSA is a learning organisation. We constantly review our work against our customer’s need and assess the environment in which we operate so that we can continuously improve. Therefore, the list of key responsibilities may adapt and change over time within the spirit and nature of organisational change and the development of the role.

Person specification

	Essential	Desirable
Experience and technical knowledge		
Understanding of the environment IPSA operates in, including the role and work of Parliament and MPs.	✓	
Demonstrable experience of effective communications practice, including innovative ways of engaging audiences, specifically writing for the public and media (to Government Digital Services standards).	✓	
Demonstrable experience, or able to evidence journalism courses, particularly subbing.		✓
Experience of developing ambitious and innovate communication strategies.	✓	
Practical experience in managing and/or contributing to projects and working in a continuously evolving project-based environment.	✓	
To demonstrate strong organisational and planning skills, effectively managing, and organising a wide range of tasks, demands, documents and other materials and ensuring that they are available when required.	✓	
Abilities		
To react swiftly and effectively to new and developing situations, identifying problems, gathering relevant information, and asking appropriate questions.	✓	
To be a proactive and flexible self-starter, working independently and taking the initiative to respond to the needs and priorities of others.	✓	
To work flexibly to support ad hoc work within the team and across the organisation.	✓	
Critical thinker with the ability to act objectively, exercise judgement and operate with a high degree of autonomy and responsibility.	✓	
Resilient and performs well under pressure, responding constructively to setbacks and change and focussed on continuous improvement.		✓
Skills		

Advanced skills using MS Office and SharePoint.	✓	
Practical skills to effectively utilise Adobe Creative Cloud (InDesign, Photoshop, Audition, Premiere Pro, Illustrator).	✓	
Advanced skills necessary to utilise CMS systems (preferably Contentful).	✓	
Practical skills using Mailchimp		✓
Familiarity with platforms for creative problem-solving, such as Canva, Menti, Biteable, etc.		✓
Excellent written communication, listening and observational skills.	✓	
Excellent interpersonal skills, dealing with individuals and cultivating effective and collaborative working relationships at all levels of seniority.	✓	
Presentation skills which are adaptable for wide audiences at all levels.	✓	
An understanding of content management systems and using technology to manage and store information securely.	✓	