

SECTION A: JOB DETAILS		
REFERENCE NUMBER:	201806CM	
CAMPAIGN TYPE:	Concurrent	
JOB TITLE:	Communications Manager	
PAYBAND:	B2	
PAY RANGE:	£30,452 (entry level) - £36,532 (maximum) per annum	
ALLOWANCES:	N/A	
REPORTS TO:	Deputy Chief Executive, CPA UK	
NUMBER OF POSTS:	1	HOURS P/W Full time: 35 Hours
CONTRACT TYPE / DURATION:	Permanent	
ISSUE DATE		
UPDATED 31 MAY 2018		
CLOSING DATE FOR APPLICATIONS / EXPRESSION OF INTEREST		
23:59 on Sunday 17 th June 2018		
INTERVIEWS		
w/c 25 June 2018		
For Further Information visit www.uk-cpa.org		
To apply send your:		
<ul style="list-style-type: none"> i) Completed form (form attached) and ii) CV to: 		

Jane Ajao, HR Manager
CPA UK, Westminster Hall
Houses of Parliament, London
SW1A 0AA
cpaukreruitment@parliament.uk

Please note if both the completed form and CV are not returned, your application will not be put forward to the sifting panel.

SECTION B: SCOPE OF THE ROLE

JOB PURPOSE

CPA UK works on behalf of both Houses of Parliament and the wider CPA to provide resources and support for parliamentarians throughout the Commonwealth. It undertakes international parliamentary outreach, delivering parliamentary strengthening and parliamentary diplomacy programmes, working closely with Commonwealth parliamentarians to promote cooperation and understanding, encourage good parliamentary practice and to advance parliamentary democracy. It liaises closely with the Commonwealth Secretariat, the CPA Secretariat, HMG, and other national and international stakeholders.

CPA UK also runs major international parliamentary conferences, seminars and workshops in the UK and abroad, including its flagship Westminster Seminar project and annual themed conference. Such projects are undertaken in partnership with other legislatures, HMG, Commonwealth organisations, UNDP, and international NGOs and will focus on the role and responsibilities of parliamentarians on a range of issues. CPA UK also plans and coordinates election observer missions (EOM) and provides the Secretariat for the CPA British Islands & Mediterranean Region (BIMR)

CPA UK is headed by a Chief Executive who is Secretary of the CPA UK Branch and Regional Secretary CPA BIMR. CPA UK is organised into three teams (cost centres) to plan and deliver its work:

- **Team 1** - headed by the Deputy Chief Executive (grade A2) responsible for strategy, business development, marketing, communications & coordination, monitoring and evaluation (M&E), assisted by a grade A2 accountant Head of Finance;
- **Team 2** - headed by a grade A2 responsible for all international outreach work;
- **Team 3** - headed by a grade A2 responsible for all major conferences and projects

CPA UK is funded by the Houses of Parliament and leverages additional funding from government departments, international organisations and NGOs.

KEY INTERNAL RELATIONSHIPS - including

- CPA UK Chief Executive and colleagues
- Media and communications service staff in both Houses of Parliament
- International relations organisations including the Overseas Offices (Commons and Lords) and the British Group Inter-Parliamentary Union (BGIPU)
- Staff of other parliamentary departments, including but not limited to the Governance Office, Speakers' offices & the Parliamentary Digital Service
- Staff of relevant committees and all-party groups
- Members of both Houses and their staff
- Press Gallery

KEY EXTERNAL RELATIONSHIPS - including

- Government Departments, notably FCO & DFID media offices & Ministers' offices
- Diplomatic Posts in UK and elsewhere
- CPA Secretariat
- Commonwealth Secretariat, the Royal Commonwealth Society, Commonwealth Journalists' Association & other Commonwealth organisations
- British Group IPU
- Westminster Foundation for Democracy
- International organisations
- UNDP, UN Women and other UN agencies
- Other NGO/CSO contacts
- Media contacts within partner organisations
- Journalists

MANAGEMENT RESPONSIBILITY

Management of CPA UK's communications activities

ADDITIONAL INFORMATION REGARDING THE POST

LOCATION	The post is based in the CPA UK offices on the Parliamentary Estate. Mobile and flexible working arrangements are also sometimes required.
HOURS	The standard working week is 35 hours with one hour unpaid for lunch. Some evening, weekend and occasional public holiday working will be required in support of CPA UK programmes. Annual leave - 35 days per financial year of which 5 days are to be taken over Christmas and 2 days at Easter.
FOR FURTHER INFORMATION	Visit www.uk-cpa.org

SECTION C: JOB SPECIFICATION

DESCRIPTION OF DUTIES

Responsible for the development and execution of CPA UK's communications strategy, working within a central strategy and corporate services team and across programme and delivery teams.

- Lead on creation and delivery of organisational communications strategy - consulting with colleagues, ExCo members and relevant stakeholders to decide focus and prioritisation.
- Work with the Multilateral Projects and International Outreach teams on the creation and delivery of project-level communications plans.
- Coordination of communications and design activities across CPA UK (acting as a brand guardian), to ensure harmonisation and consistency.
- Create engaging digital content for various social media channels; and manage CPA UK's social media accounts
- Editorial oversight and content management of CPA UK website, www.uk-cpa.org and manage relationship with design/maintenance company
- Lead on content and design of CPA UK's corporate materials, including:
 - annual review (jointly with M&E Manager)
 - e-newsletters
 - marketing literature
- Lead on CPA UK media relations, including drafting press releases and lines to take, developing relationships with relevant editorial teams and journalists, responding to enquiries from journalists. Some media monitoring as capacity allows.
- Ghost-writing articles for Members and other supporters to appear in national, international, political, online and other media
- Development, marketing and delivery of CPA UK's thematic discussion programme. Organisation and support of other stakeholder events (such as State Opening of Parliament & briefings for High Commissioners)
- Drafting speeches and speaking notes for the Chair of CPA UK's Executive Committee, other parliamentarians and the Chief Executive, as required
- Producing briefings for Members for relevant debates, drafting responses to enquiries and parliamentary questions and early day motions, as required
- Compile and submit CPA UK's contributions to internal publications such as What's On, All-Party Notices and the Overseas Office's International Relations lists
- Training and supporting other CPA UK staff in execution of communications activities

- Be a stakeholder in the procurement and management of a CRM system for CPA UK
- Other reasonable tasks as directed by the Chief Executive or Deputy Chief Executive

SECTION D: LEVELS OF CORE COMPETENCES REQUIRED

OUTLINE DESCRIPTION

Core Competence	Headline of level required / expected
<p>Core Competence 1 - Delivering Results for CPA UK. Understands and works towards the vision, mission, objectives and priorities of CPA UK; is able to translate these into identifiable actions and positive results.</p>	<p>Level 3. Uses knowledge of Parliament and understanding of CPA UK's strategy and business plan to deliver a better service; translates CPA UK priorities into her / his own and relates them across the teams' objectives.</p>
<p>Core Competence 2 - Leadership and Management <i>(Assessed regardless of an individual's management responsibilities).</i> By personal example actively demonstrates leadership; motivating and empowering others to achieve CPA UK's objectives; contributes to / plans her / his team's work in ways which make the best use of an individual's skills; assesses the work of teams and individuals in line with CPA UK HR policies; actively encourages and supports the development of colleagues to improve group, team and personal performance.</p>	<p>Level 3. Leads by example; actively encourages and supports team members and colleagues to develop leadership and management skills.</p>
<p>Core Competence 3 - Providing a Stakeholder Focus <i>(Stakeholders are those with whom CPA UK does business; within and without Parliament, within and without UK).</i> Focuses on the needs and satisfaction of stakeholders; delivers a high-quality service that is tailored to meet their needs and expectations.</p>	<p>Level 4. Works across CPA UK to improve delivery to stakeholders; measures and monitors service to stakeholder, CPA UK and other relevant standards.</p>
<p>Core Competence 4 - Continuous Improvement. Continually seeks ways to increase her / his effectiveness and efficiency; proactively finds ways to improve work processes and products, methods and systems; recognises, adapts and responds to the need for change; uses her / his initiative.</p>	<p>Level 3. Looks outside own team to improve effectiveness and efficiency; takes responsibility and ownership for team actions; promotes and engages colleagues with change.</p>
<p>Core Competence 5 - Working with People. Builds strong collaborative working relationships to achieve common goals; involves and supports others; shares information and best practice.</p>	<p>Level 3. Builds collaborative relationships with others outside own team to achieve common goals; works effectively at all levels.</p>
<p>Core Competence 6 - Communicating Clearly. Communicates ideas and information effectively, orally and in writing; uses language and a style of communication that</p>	<p>Level 4. Engages and inspires others about the future of CPA UK; looks for ways to improve communication across</p>

is appropriate to the situation and audience; makes sure key messages are communicated and understood.	the organisation.
Core Competence 7 - Influencing & Negotiating. Makes a strong positive impression on others; gains clear agreement and commitment from others by effective persuasion, influencing and negotiation.	Level 3. Uses a range of persuasive techniques and behaviours to influence others.

Core Competence 8 - Planning and Organisation. Plans ahead and works in a systematic and organised way, making sure resources are used efficiently and effectively to achieve goals and objectives.	Level 3. Plans and organises complex or multiple activities, maximising the use of resources available in a cost-efficient way.
Core Competence 9 - Analysing and decision-making. Analyses verbal, written and numerical data and all other sources of information to identify problems and issues; makes effective decisions.	Level 3. Gathers information from a range of sources; probes for further information; identifies risks and considers alternative options to make good decisions.
Core Competence 10 - Technical skills and knowledge. Possesses the required level of knowledge and skills to do the job; shares expertise with others to increase their knowledge and ability.	Advanced <ul style="list-style-type: none"> • Applies advanced functional knowledge to do the job at a high level of achievement • Consistently shares expertise with others, teaching skills and explaining concepts

SECTION E: PERSON SPECIFICATION

QUALIFICATIONS

Essential

A university degree in a relevant subject with some experience of working in a communications role or significant experience of working in a communications role.

SKILLS AND EXPERIENCE

Application

Test/exercise

Interview

Essential

Excellent written, oral and interpersonal communications skills.	X	X	X
Ability to interpret complex and varied subject matter and convey it accurately and in an engaging manner to different audiences.	X	X	
Show initiative and creativity in reaching and enthusing new and existing stakeholders.	X	X	X
Experience developing and executing media and communications plans to target a wide range of audiences.	X		X
Experience of working with partners and creating/maintaining stakeholder relationships.	X		X
Experience drafting press releases, articles and other media outputs for print, online and broadcast.	X	X	X
Ability to create engaging digital content (i.e. videos & infographics)	X		
Ability to develop and manage website content using a content management system.	X		X
Attention to detail and experience in an editorial capacity.	X	X	
Ability to be flexible, respond positively to change, work effectively under pressure and deal with conflicting priorities.	X		X
An ability to work diplomatically and impartially in multi-cultural and international parliamentary environments.	X		x
Desirable			
A working understanding of the Commonwealth, the Westminster parliamentary and political system and an interest in domestic and international current affairs.	X		X

An understanding of the current UK and international media environment and the opportunities and challenges this provides.	X		X
Awareness of international organisations and civil society landscape.	X		X
Experience acting as a brand guardian.	X		X