

SECTION A: JOB DETAILS			
REFERENCE NUMBER:			
CAMPAIGN TYPE:	Concurrent		
JOB TITLE:	Communications Manager		
PAYBAND:	B2		
PAY RANGE:	£34,980 (entry level) - £39,396 (maximum of pay scale)		
ALLOWANCES:	N/A		
REPORTS TO:	Deputy Chief Executive, CPA UK		
NUMBER OF POSTS:	1	HOURS P/W	Full time: 35 Hours
CONTRACT TYPE / DURATION:	Temporary - 12 month contract with the possibility of extension or permanency		
ISSUE DATE			
July 2024			
CLOSING DATE FOR APPLICATIONS			
23:59 on Sunday 28 July 2024			
INTERVIEWS AND WRITTEN EXERCISE			
Interviews will be held on 12 th August 2024. There may be a written exercise and/or presentation included as part of the selection process.			
For Further Information visit www.uk-cpa.org			
To apply, refer to the guidance notes that have been developed for your use and complete			
i) The application form (attached)			

SECTION B: SCOPE OF THE ROLE

JOB PURPOSE

CPA UK supports and strengthens parliamentary democracy throughout the Commonwealth. It focuses on key themes including women in parliament, modern slavery, financial oversight, security and trade. Peer to peer learning is central to the way CPA UK works. CPA UK brings together UK and Commonwealth parliamentarians and officials to share knowledge and learn from each other. It aims to improve parliamentary oversight, scrutiny and representation and is located in and funded by the UK Parliament.

For further information about CPA UK work please see www.uk-cpa.org

CPA UK works on behalf of both Houses of Parliament and the wider CPA to provide resources, support and peer to peer learning for parliamentarians throughout the Commonwealth. CPA UK is headed by a Chief Executive who is Secretary of the CPA UK Branch and Regional Secretary to CPA British Islands and Mediterranean Region. CPA UK is organised into three teams to plan and deliver its busy programme of work. It is funded by the Houses of Parliament and leverages additional external funding for strategically aligned projects, including:

UK Overseas Territories Project

CPA UK, in consortium with the UK National Audit Office (NAO) and the UK Government Internal Audit Agency (GIAA), and funded by the HMG-wide Conflict, Stability and Security Fund (CSSF), works with partners in the UK and Overseas Territories to deliver a series of activities focused on providing technical assistance, training and mentoring to support and encourage effective public financial management including internal audit, external audit and parliamentary oversight of public finances.

The Communications Manager is a vital post working across the organisation to manage the delivery of high quality, consistent and targeted communications materials and activities which reflect its professionalism, ambition and values. It is a busy role covering the spectrum of CPA UK's projects and programmes. The Communications Manager will be responsible for reviewing, simplifying, and implementing a fit for purpose communications strategy for CPA UK. It should translate into a body of work which maximises opportunities to promote CPA UK as an organisation and the effectiveness of its work. Focus should be on quality rather than quantity; however, it will be important to emphasise the breadth and value of all CPA UK's programmes and projects.

The role is suitable for an experienced manager with communications experience and skills, strategic vision, initiative, sound judgement and a proven track record of delivery at pace.

The Communications Manager line manages one Communications Officer, whose scope of work will be similar; however, an important aspect of the role will be managing how communications work is shared to achieve

optimal results.

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 Interparliamentary Relations in both Houses of Parliament, Speakers' Offices and the British Group Inter-Parliamentary Union (BGIPU)
- Members of both Houses and their staff
- Staff of relevant committees and all-party groups
- Press Gallery

KEY EXTERNAL RELATIONSHIPS – including

- Government Departments, notably FCDO media offices & Ministers' offices
- Diplomatic Posts in UK and elsewhere
- CPA Secretariat
- Commonwealth Secretariat, the Royal Commonwealth Society, Commonwealth Journalists' Association & other Commonwealth organisations
- Westminster Foundation for Democracy
- International organisations
- Other NGO/CSO contacts
- Media contacts within partner organisations
- Journalists

MANAGEMENT RESPONSIBILITY

Management of CPA UK's communications activities and line management of one Communications Officer.

ADDITIONAL INFORMATION REGARDING THE POST

LOCATION	The post is based in the CPA UK offices on the Parliamentary Estate. Hybrid working arrangements are currently in place and under review. Currently, there is an expectation of working at least one day a week in the office. Mobile and flexible working arrangements are in place. UK and international travel may occasionally be 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 the central strategy and business services team and across core and externally-funded projects teams.

- Update and renew the organisational communications strategy alongside the development of the new organisational strategy – consulting with colleagues, parliamentarians and other stakeholders to evaluate focus and prioritisation.
- Produce a strategic communications plan for sign off by the Senior Management Team and on a continuous basis, proactively identify communications opportunities to deliver the communications strategy.
- Line management of CPA UK Communications Officer including allocation of responsibility on a project-by-project basis, ensuring adequate and proportionate communications support across CPA UK.
- Lead on communications activities to raise the profile of CPA UK with its key stakeholders.
- Work collaboratively and in line with CPA UK's values to support teams with strategic communications, including through project-specific communications plans that are aligned to the organisational communications strategy, and strategy, and pro-active identification of ad-hoc strategic communications opportunities.
- Train and support CPA UK staff in the execution of communications activities. Sometimes provide in-person communications and wider programme support for programmes delivered in Westminster and overseas.
- Oversight of design activities across CPA UK (acting as a brand guardian), to ensure harmonisation and consistency, including through ownership and promotion of CPA UK Style Guide, review of internal design processes and development of design templates.
- Editorial oversight and content management of CPA UK website, www.uk-cpa.org, and social media accounts. Create engaging digital content for various social media channels; sometimes procuring externally sourced services. Manage relationships with digital services providers.
- Lead on content and design of CPA UK's corporate and digital materials, including annual review (jointly with M&E Manager), videos, e-newsletters and marketing literature.
- Lead on CPA UK media relations.
- Draft speeches and speaking notes for Senior stakeholders. Produce briefings for debates and drafting responses to enquiries, parliamentary questions and early day motions, as required.
- Management of CPA UK's contributions to parliamentary publications such as What's On, All-Party Notices and the Overseas Office's International Relations lists as well as CPA UK's internal communications tools including OneNote and the Communications Handbook.

- Plan and deliver skills development sessions during stakeholder activities, offering expertise in media relations and communications.
- Other reasonable tasks as directed by the Senior Management Team.

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 tailored to target 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
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