



PERSON SPECIFICATION

JOB TITLE: Policy & Communications Manager

DATE: August 2024

RESPONSIBLE TO: Chief Executive

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Evidence of continuing professional development and / or a demonstrable willingness to learn 	<ul style="list-style-type: none"> A communications, marketing or PR related qualification
Experience (NB This can be professional, personal or lived experience that you feel is relevant to this role)	<ul style="list-style-type: none"> Experience of working in the charity or voluntary sector Experience in some capacity of the housing / homelessness sector Relevant experience in a policy, stakeholder engagement and communications environment – specifically engagement with and influencing Parliamentarians, officials and local authorities Experience in drafting clear, accessible written communications to a deadline – good writing skills are a must Experience of policy research (source, sift and collate data; for example, providing an overview of media coverage of a particular client or issue) Direct experience of media relations and event management 	<ul style="list-style-type: none"> Experience of staff management either of paid staff or volunteers Evidence of partnership working and engaging third parties to pick up a campaign or activity
Knowledge	<ul style="list-style-type: none"> A good understanding of the community and voluntary sector including key umbrella bodies, publications, key figures and communications channels A good understanding of the broad range of communications channels (particularly social media within a work environment) A demonstrable working knowledge of print, broadcast, online and social media and an ability to secure a range of coverage in different target outlets An understanding of Parliament, local government and the current environment around delivery of public and quasi-public services in the UK 	<ul style="list-style-type: none"> Experience of using design software such as Photoshop and Adobe InDesign



Skills	<ul style="list-style-type: none">• Skills to liaise orally and in writing with diverse stakeholder groups in a confident and effective manner• Ability to communicate complex or technical topics in clear, engaging, and relevant manner to both specialist and non-specialist audiences• Strong organisational skills and the ability to prioritise/multi-task across different projects, including events management• Good admin and project management skills and excellent personal time management skills• Excellent ICT skills – particularly Word, PowerPoint and Excel and ideally experience of using Word Press and Adobe InDesign.• Basic budgeting and financial management skills• Creative thinking and ability to develop creative solutions to particular communications challenges	
Abilities	<ul style="list-style-type: none">• Ability to work with limited direct supervision - a natural 'completer/finisher' including ability to work under pressure and to meet deadlines• The ability and willingness to travel around the country as required (NB Not anticipated as being extensive and most will be predictable and unlikely to be overnight)• The ability to build constructive and successful working relationships with a diverse range of people at all levels, and demonstrate and encourage a 'can do' mentality• Ability to task others and monitor the quality and fit of their output	
Other	<ul style="list-style-type: none">• A commitment to equality and diversity and the ability to show sensitivity when balancing differing needs with particular reference to diversity• High levels of self-motivation, commitment to personal service delivery and personal organisation, including the ability to use one's time effectively• Flexibility and the ability to embrace change, including changing service demands, as well as a willingness to do what is required to ensure tasks are completed satisfactorily• Flexible in approach and committed to the objectives of Commonwealth and the related issue areas• A keen interest in current affairs, social issues, social innovation and housing	