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| **Title: Corporate Communications Manager** | **Level : - 3** |
| **Department: Customer First** **Location: Birmingham** | **Last updated: January 2020** |

**1. Purpose of the role:**

Responsible for the bank’s corporate and communications, delivering the full mix of external communications supporting corporate affairs (digital and print). This is a high pace role requiring strategic dexterity as well as good instinct, judgement and a willingness to embrace written detail.

**2. Responsibilities**

* Own and develop the annual proactive strategic communications and PR plan
* Develop and implement a PR & content strategy across defined communication channels including print and digital.
* Proactively create and implement tactical marketing communications’ activity to generate brand awareness and engagement creating high quality leads to support the bank’s ambitions – including customer acquisition and member-get-member (as appropriate).
* Help build brand strategy and take the Unity story to market through appropriately proposed communications and press engagement.
* Measure and evaluate the effectiveness of all PR & social communications activity, produce regular executive level reports which document and track engagement trends.
* Develop and implement a content strategy across defined communication channels including social, web, mobile and PR.
* Develop a network of contacts in media publications who can help to leverage publicity of Unity stories, deals, announcements etc.
* Define and deliver stakeholder and investor communications including presentations, blogs, newsletters and investor relations – executing in either print and digital channels.
* Monitor competitor communications, to ensure the bank is aligned with market developments.
* Work alongside other members of the Customer First team in development of customer communications aligns and supports brand growth, also including product and service updates and regulatory changes.
* Support the development of responses to customer complaints, working with the ExCo and the Senior Management Team as appropriate

**3. Organisational fit** (structure chart attached separately if necessary)

Role reports to Head of Customer First.

**4. Parameters of the role**

Refer to the Authorisation Limit Framework

**5. Risks and controls**

* Ensures that treating customers fairly is at the heart of everything we do, both personally and as an organisation. This is achieved by consistently operating to the highest ethical standards aligned to the founding principles of the Bank, as well as understanding that the Bank will at all times seek to protect its reputation.
* Continually reassesses the operational risks associated with the role and inherent in the business, taking account of changing economic or market conditions, legal and regulatory requirements, operating procedures and practices, people reorganisation and the impact of new technology. This is achieved by ensuring that all actions take account of the likelihood of operational risk occurring and by addressing any areas of concern with line management and/or the appropriate department.
* Adheres to, and is able to demonstrate adherence to, internal controls. This is achieved by adherence to all relevant procedures, keeping appropriate records and by the timely implementation of internal or external audit points and any issues raised by the external regulators.
* In conjunction with Risk and Compliance function, adheres to the Bank’s Policies and Procedures by containing Compliance risk (this embraces all relevant financial services laws, rules and codes with which the business is required to comply). This is achieved by adhering to all relevant processes/procedures and by liaising with the Risk and Compliance function about risk events at the earliest opportunity. Also, when applicable, by ensuring that adequate resources are in place and training is provided, fostering a Compliance culture and optimising relations with the Regulators.

**Role subject to regulatory approval** – No

**Other requirements specific to the role –** e.g.Flexibility re working hours/willingness to travel

* You will be from either an in-house or agency background with experience of working with corporate, financial or professional service organisations. The successful candidate will have experience of building effective communication programmes which engage customers and employees.
* Experience of working with and influencing senior executives/leadership.
* Ability to work alone as well as in a team in a demanding environment.
* Comfortable moving within a range of highly tactical delivery through medium term strategic planning.

**PERSON SPECIFICATION**

(E = essential D= desirable)

**Professional qualifications**

Degree in English and/or Creative Writing; Business, Journalism or Media Relations (D)

Marketing Qualification (D)

**Knowledge requirements (and how this is typically gained)**

Corporate and internal communications strategy and delivery (E)

Understanding of PR, Journalism, Media relations and a ready-made network of useful contacts (E)

Campaign planning and delivery (E)

Digital communications including social media – deep understanding including how to integrate with brand and acquisition activity (E)

**Skill levels required (see Skills Framework)**

**LEVEL**

|  |  |
| --- | --- |
| **LEADERSHIP** | **3** |
| > |  |
| **CUSTOMER SERVICE & SALES** | **3** |
| >  |  |
| **SYSTEMS/IT SKILLS** | **3** |
| > |  |
| **PROCESSING SKILLS** | **3** |
| > |  |

**Skills Framework**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | (High)  4 | 3 | 2 | 1 (Low) |
| **Leadership** | Head of function: Communicates to inspire & motivate, builds teams, represents the Bank’s views & interests externally | Manages people: Communicates to manage performance, regularly presents, sets standards and priorities | Team leader/coach:Communicates to guide and develop colleagues on the job  | Individual contributor:Team member, effective communication skills, demonstrates initiative |
| **Customer Service & Sales** | Sales management: Role model for highest levels of customer serviceManages sales activity towards targets | External customer salesUnderstands how to achieve sales targets via needs based selling skills | External customer serviceAble to meet external customer requests providing a service level which delights  | Meets requirements of internal customers, understands department’s SLA’s and impact of these on others  |
| **Systems/IT skills** | Requires highly technical systems skills to develop systems architecture | Requires advanced knowledge of specialist systems, adapts these to meet the needs of the business | Requires advanced Microsoft Office skills, produces complex reports from specialist system | Requires standard Microsoft Office skills or basic level of specialist system (data input/look ups) |
| **Processing skills** | Complex analysis of data & report production with recommendations & business acumen. Sets policies, produces reports for external use | Advanced administrative skills requiring analysis, research, investigation, report writing, some decision making required | Skilled administration required– free format letter writing, minute taking, some analysis & judgement required | Basic verbal and numerical reasoning to administer standard letters/forms accurately, prioritises work to meets deadlines & service level agreements |