

## Senior Communications Officer, January 2022 – Job Pack

<b>Job title:</b>	Senior Communications Officer – Data, Digital & Technology Transformation
<b>Department:</b>	Data, Digital and Technology Transformation
<b>Reporting to:</b>	Programme Director
<b>Salary:</b>	£39,000 per annum
<b>Hours:</b>	35 per week
<b>Location:</b>	London – one day per week in London office.
<b>Contract type:</b>	Fixed term contract - 2 years

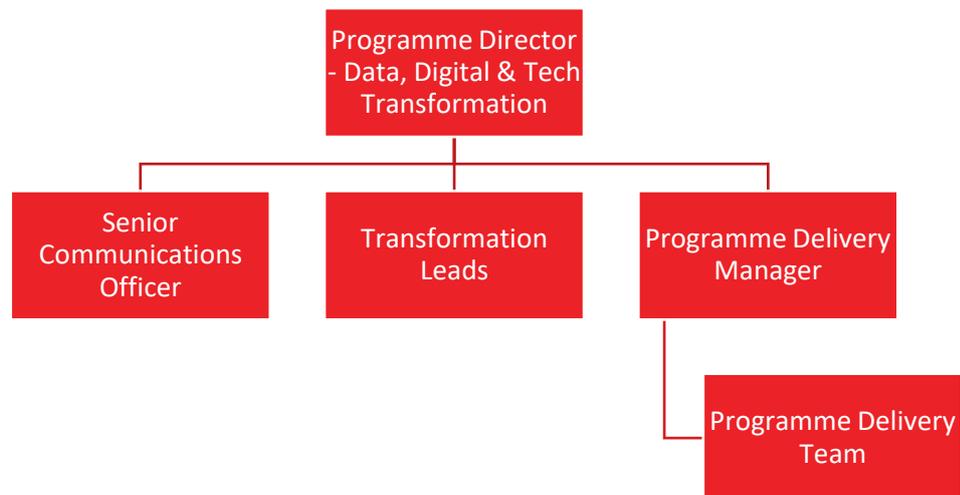
### Aim and influence

- People are at the heart of any successful transformation programme and your role in our Data, Digital and Technology Transformation Programme is to ensure that we listen and work with our colleagues at Crisis, developing a strategy and approach to change communications and engagement that allows us to:
  - understand, anticipate and respond to questions and change impact we may have in Crisis through the Programme's work,
  - design and deliver on opportunities to increase the impact of the Programme through excellent communication (internally and externally), and
  - help articulate the programme itself, the reasons for it and the impact we will have in a clear and engaging way that ultimately leaves our colleagues with a strong understanding of the work and feeling positive about digital, data and technology.

### Other key details

- Occasional UK travel may be required depending on programme activity.

### Organisational chart



*Please note structure is subject to change*

### Job responsibilities

- Create and own the communications and engagement strategy and plan for the Digital, Data & Technology Transformation Programme.
- Develop and deliver all Programme narrative, messaging and communications, working in partnership with Programme colleagues, the Internal Communications Team and other Change Programmes in Crisis as necessary.
- Ensure that the ambition, approach, work and impact of the Programme are successfully communicated to colleagues, stakeholders and externally as appropriate.
- Measure, track and evaluate communications activities, using evidence to build on and improve the communications strategy.
- Understand the challenges and opportunities that the Programme and its work brings to Crisis and translate these into impactful communications solutions.
- Plan, edit and create content for a variety of internal communications.
- Deliver presentations on behalf of and otherwise represent the Programme as required.
- Ensure Programme messages are aligned with other transformational activity in the organisation, and consistent with other internal and external messaging.
- Respond to feedback from Programme colleagues and staff and adjust communications plans and content accordingly.

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- Support the Programme Sponsor, Director and Board to effectively respond to and manage any issues or criticisms levelled at the Programme.
- Be the change communications expert and partner on the Programme team, supporting colleagues and work within the Programme to develop and deliver well on these activities themselves where appropriate.
- Plan and deliver creative and effective content and engagement activities as appropriate in line with agreed strategies.
- Develop a clear understanding of stakeholders across the organisation and the Programme's work, and ensure they are effectively engaged and supported.
- Support teams delivering Programme work by developing and implementing communications and engagement strategies to support the adoption of changes required by a project or initiative.
- Collaborate with Head of Internal Communications and Internal Communications team to ensure priorities and plans are visible and aligned, and to develop and share best practice, successes and learning from both communications and engagement activity.
- Collaborate with the Internal Communications team as a whole, working together to share best practice, successes and learning from one another on both comms and engagement practices
- Work with the Programme leadership team to create a culture of two-way communications across Crisis, making sure that staff feel listened to and valued.
- Build positive working relationships across the organisation to support staff engagement and a culture of openness and inclusion.
- Act as an ambassador for the Crisis brand and tone of voice.
- Act as an exemplar at all times of the culture, skills and ways of working that the digital, data and technology and wider ways of working transformation programmes are aiming to build.

### General responsibilities

- Actively encourage and support member involvement within Crisis.
- Develop an understanding of homelessness and Crisis' aims.
- Follow Crisis policies and procedures, including health and safety.
- Carry out other reasonable duties that may be required.

## Person Specification

### Essential

- 1 Significant experience in multiple change or internal communications roles, in medium-large organisations or agencies (with a UK wide, dispersed workforce).
- 2 Proven success in developing, executing and evaluating complex communications strategies and campaign plans.
- 3 Experience of large project delivery and measurement, with clear evidence of ability to prioritise and work at pace. Excellent accuracy and attention to detail.
- 4 Evidence of creating impactful content for a number of different and dispersed audiences.
- 5 Advanced writing, editing and proofreading skills – especially able to communicate complex, technical information in an accessible way.
- 6 Confident utilising, creating and evaluating content for a wide range of channels (inc. video)
- 7 Experience or understanding of co-producing content.
- 8 Strong presentation skills (content creation and delivery).
- 9 Excellent facilitation skills (in room and virtual).
- 10 Strong interpersonal skills – able to work at all levels within an organisation, to advise and influence.
- 11 Experience and confidence in providing advice and guidance to senior leaders on communications and engagement matters to influence decision making.
- 12 An effective listener with the ability to interpret information with discretion and understanding.
- 13 Commitment to Crisis’s purpose and values including equality and inclusion.

Proficient specifically in the use of Microsoft Office 365 online collaboration tools including Teams, SharePoint, Yammer, Forms and Stream.

### Desirable

1. A relevant communications-focused qualification
2. Membership of professional body (eg. CIPR, IOIC)

## Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

### The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

### Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

### What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

### How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section. A strong application will also be in line with the **Crisis Values** that you can find on our website.

**Please note!** If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

### How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

### If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

### Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

**Will you notify me of future vacancies?**

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

**I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?**

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

## **Crisis Jobs Online**

**I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?**

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

**I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?**

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

**Where can I get help?**

If your query has not been answered above, you can contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.