

Job Description

Communications and Engagement Lead

Role Summary

The main purpose of this role is to support the development and delivery of MacIntyre's Communication and Fundraising strategy, ensuring that all relevant legislation and best practice is followed for all activities.

You will be accountable to the Head of Marketing & Fundraising.

Our job descriptions are all written with the following four key points about MacIntyre in mind:

1. Our Vision

For all people with a learning disability to live a life that makes sense to them.

2. Our Mission

We will support a sense of wellbeing through a celebration of each person's unique gifts, talents and contributions, the quality of our relationships and ensuring the promotion of real opportunities to connect with others.

3. Our purpose

To achieve excellence in everything we do.

MacIntyre's "*primary purpose*" is to make a positive contribution to the lives of children and adults with disabilities. We make this contribution by ensuring that all our interactions are great, that our knowledge and skills represent excellence and that we support people to develop purposeful and warm relationships. Our "*secondary purpose*" is to have a positive influence in our local communities and on our sector by connecting well, nurturing partnerships and demonstrating best practice.

4. Our DNA

MacIntyre has a particular way of working with people and because it is so important to all our activities we call it our DNA. It is a combination of our values and the way that we put those values into actions that is unique to MacIntyre. Through our Promises and Value Base, the promotion of Great Interactions™ and Person Centred Approaches, we aim to support every person to live a life that makes sense to them, with a level and style of support of their choosing.

Responsibilities

You will be required to carry out a range of duties within your role. The key responsibilities are detailed below but there will be other duties consistent with the role that you may be requested to undertake by your line manager.

The People We Support

1. To ensure the people we support are treated with respect, dignity and equality.
2. To ensure the people we support are heroes of their own stories.
3. To ensure all relevant consent is obtained when sharing information, stories and images of people we support.
4. To work with the Compliance team to maintain records of consent.

Our Staff

5. To develop and deliver engaging internal communications to reach all employees.
6. To maintain records of 'no consent' for MacIntyre employees.
7. To lead, exemplify and evaluate best practice.
8. To support and promote the health, safety and wellbeing of all staff in line with MacIntyre's Policies
9. To ensure each direct report has regular support and supervision and an annual appraisal in line with MacIntyre's policy and procedure.
10. To ensure that all aspects of the behaviour, performance and conduct of the staff team promotes MacIntyre's DNA.
11. To ensure a high standard of practice within the staff team.

Quality

12. To develop and deliver MacIntyre's communication plan, including written content for the website, publications, case studies, press releases and award submissions.
13. To support MacIntyre's Recruitment team in attracting new employees to the organisation.
14. To develop and deliver MacIntyre's community fundraising plan, providing excellent supporter care.
15. To maintain fundraising systems that comply with the Fundraising Regulator and best fundraising practices.
16. To develop, maintain and improve MacIntyre's fundraising materials and computer systems.
17. To develop measures to monitor and report on the effectiveness of communications activities.
18. To benchmark MacIntyre's communications activities against similar social care organisations.
19. To manage and coordinate external suppliers as appropriate.
20. To develop positive working relationships with other social care organisations and relevant bodies.
21. Be personally responsible for the standard and quality of your own practice. In particular, that you act as a role model and provide an example of excellence to your colleagues and to your staff team in relation to your Great Interactions and behaviour with people we support.
22. Be personally responsible for maintaining and role modelling professional boundaries and relationships with all stakeholders (including colleagues and external consultants/specialists).
23. Participate in your own regular supervision sessions and annual appraisals with your line manager and undertake any agreed actions.
24. Be responsible for your personal and professional development, reflecting on your own practice and undertaking learning and development activities which support your continued professional development.
25. Keep up to date with developments within MacIntyre and implications for your own personal development and for the benefit of the organisation.
26. Maintain confidentiality of information and work in line with all relevant policy and legislation.

Sustainability

27. To provide advice and support in relation to communications and fundraising to all areas of the organisation.
28. To write and present reports for management as required on communications and fundraising performance of MacIntyre.
29. To ensure that all activity is in line with Fundraising Regulator and Institute of Fundraising compliance and best practice.
30. To build and maintain relationships with MacIntyre colleagues as appropriate for all communications and fundraising activities.
31. To support local teams with local events where appropriate.

Leadership in MacIntyre requires you to

32. Act ethically and responsibly in all matters.
33. Create a culture of excellence and aspiration.
34. Be visible, accessible, approachable and to “roll your sleeves up” when needed.
35. To behave in a way that demonstrates you take ownership and responsibility.
36. Be accountable, standing by decisions, actions and advice.

Person Specification

Below is a list of the typical skills, qualities and experience we would expect you to have to enable you to carry out this role successfully, and how they underpin the Responsibilities set out above in this Job Description.

Skills Qualities & Experience	People We Support	Our Staff	Quality	Sustain-Ability
Experience of providing leadership and management of marketing communications and/or fundraising for a multi-site organisation, helping to ensure high standards.		X	X	X
Excellent written and verbal communication skills, writing content that meets the audience needs.	X	X	X	X
An ability to engage audiences and foster a positive approach to communications and fundraising.		X	X	
Experience of developing and maintaining effective working relationships with a wide range of stakeholders, internally and externally.	X	X	X	X
Ability to write factual and analytical reports that communicate effectively to all levels.			X	X
Proven ability to collect, evaluate and interpret information, quickly identifying the key issues.			X	X
Previous budgetary management experience, including profit and loss (desirable).				X
Experience of managing people, for example coaching, mentoring and/or supervising and appraising staff. Ability to identify and address learning and development needs of others.		X		
Experience of leading, motivating and inspiring a team and others through your actions.		X	X	
The ability to understand issues from others view points and build an atmosphere of trust and openness.		X	X	
Experience of giving and receiving (then act upon) honest and constructive feedback.	X	X	X	
Ability to work independently, prioritise workload and plan ahead effectively.	X	X	X	X
Proficient in the use of MS Word, Excel, PowerPoint and online databases including The Raiser's Edge (or equivalent fundraising database system).			X	X
CIM and/or Institute of Fundraising or similar qualifications (desirable).			X	X
A working knowledge of relevant marketing and fundraising legislation and best practice	X	X	X	X
Current driving licence and own transport (ability to travel necessary for this post).				X