

ROLE PROFILE – Head of External Communications Communications

Career Framework: Policy and Advisory Level 5 (Upper)

Role Purpose:

The role holder is responsible for ensuring that the strategy set by the Executive Director of External Affairs is implemented effectively to support the development of a strong external profile, to promote SRA messages, policies, consultations, initiatives and publications, and to ensure constructive working relationships with the media.

Outcomes:

- Develops key messages and communications plans for SRA projects, supporting the overarching Communication and Engagement Strategy. Provides strategic communications leadership to colleagues across the SRA in support of key projects and to maximise opportunities to enhance the SRA's profile.
- Oversees the development of communication and engagement planning across all SRA projects.
- Develops effective working relationships with print and broadcast trade and mainstream journalists and editors.
- Drives SRA through leadership placement in the media
- Leads the production of press releases, briefings and media responses on behalf of the SRA
- Represents the unit at policy and implementation group meetings, to provide communications advice and expertise
- Oversees the planning and delivery of external events, to support the SRA's regulatory activities
- Provides specialist media advice to colleagues at all levels across the SRA to minimise negative coverage and reputational damage
- Contributes to the work of the wider team, ensuring operational processes are up to date, KPIs developed and achieved and that the external communications function is managed effectively and efficiently.

Knowledge, Skills & Experience:

Essential

- First-class verbal communication skills
- Excellent written communication skills, including the ability to draft press releases and corporate and promotional copy
- Demonstrable experience of turning communications strategies into clear and timely communications plans
- Ability to influence senior staff to ensure external messages are communicated in the most appropriate and timely manner
- Experience of managing small teams

Desirable

- Significant experience of working at a senior level within a communications team
- Knowledge of design and print processes
- Experience of planning and managing corporate events

This role profile is aligned to the SRA career framework.

The career framework profile outlines the generic requirements which are common to all roles within this type and level. This role profile outlines supplementary role specific requirements. The two profiles should be read in conjunction.