

JOB DESCRIPTION

Senior Communications Manager

Reports to:	Director, Marketing and Outreach
Function:	To support the Director, Marketing and Outreach in the on-going development of the media and PR strategy for the BBFC. Including; managing high profile media activity; briefing the CEO and preparing key messaging documents; handling press and publicity; managing social media; coordinating internal communications; and supporting the BBFC's wider policy and education work.
Duties:	<p>To drive forward the PR and Communications strategy for the BBFC, owning all elements and being proactive in its implementation.</p> <p>To establish regular on-going relationships with media journalists, providing information in advance of BBFC developments, and anticipating developing stories and issues.</p> <p>Manage high profile media campaigns, including preparing key messages and briefing documents for the CEO.</p> <p>To manage and oversee the day to day workload of the BBFC's Communications and Outreach Officer, including fielding of media enquiries and communications projects.</p> <p>To oversee and implement the BBFC's editorial strategy and content calendar to ensure that our efforts are proactive, strategic and aligned to wider marketing and business objectives.</p> <p>Lead and develop the BBFC social media strategy for all channels, including managing the Facebook advertising budget.</p> <p>Measure and evaluate the effectiveness of our Communications efforts against key messages and business strategy. Provide regular reports to the Director, Marketing and Outreach, making strategic recommendations where appropriate.</p> <p>To coordinate the production of a range of BBFC publications, including the Annual Report.</p> <p>To support the Director, Marketing and Outreach in protecting the BBFC's intellectual property and developing the BBFC brand.</p>

	<p>To manage the content of the BBFC website and support the education team in maintaining the CBBFC website.</p> <p>To oversee the content strategy and promotion of the BBFC's app.</p> <p>To oversee and help produce the BBFC podcast.</p> <p>To brief anyone representing the BBFC on a public platform.</p> <p>To support the BBFC's public affairs effort and policy making capability.</p> <p>To manage public facing joint partner and stakeholder communications.</p> <p>To provide effective contributions to the BBFC's staff appraisal system on behalf of the Communications and Outreach Officer Press Officer and staff members who have a significant involvement in the BBFC's communications work.</p> <p>To carry out any other duties of a similar nature as may from time to time be required by management.</p>
<p>Person specification:</p>	<p>Outstanding copywriting skills.</p> <p>Strategic yet grounded – a leader and a do'er.</p> <p>A strong and established network of media and journalist contacts Line management experience.</p> <p>Strong interpersonal skills – a confident, outgoing person who enjoys developing and leveraging their existing professional network.</p> <p>Ability to establish and maintain strong relationships.</p> <p>Ability to influence others and move toward a common vision or goal.</p> <p>Organised with a natural inclination for planning strategy and tactics Strong digital communications skills and a solid understanding of the digital space.</p> <p>Excellent project and time management skills with ability to prioritise and manage conflicting demands.</p> <p>Solid experience of managing social media channels, and keen interest in the</p>

	latest social media trends and developments.
--	--

November 2021

Signed

Date