

## **United Kingdom Homecare Association**

### **Job description**

Title:	<b>Communications and Campaigns Manager</b>
Contract type:	Permanent; Full-time
Department:	Policy and Campaigns
Reports to:	Policy and Campaigns Director
Location:	Hackbridge, Greater London / Surrey
Salary:	c. £40,000, inclusive of London Weighting (Subject to benchmarking)

### **Job purpose**

The communications and campaigns manager supports UKHCA to deliver its business plan, by developing and deploying the Association's messages for policymakers, homecare providers and stakeholders across a range of media. The post holder deputises for the Policy and Campaigns Director.

### **Deputising role**

1. Deputise for the Policy and Campaigns Director in his or her absence, primarily, but not limited to, the following:
  - Day-to-day coordination of the policy team;
  - External representation with stakeholders;
  - Engagement with the Media.

### **Policy and campaigns**

2. Keep abreast of developments in national and devolved government which are likely to have an impact on social care, business or employment.
3. Working with other members of the Policy Team, identify issues which affect home-based care, including:
  - Developments in social care, business and employment practice;
  - The regulation of social care providers and members of the workforce;
  - The operating environment for homecare providers and local government;
  - The experience of people who use care and support, including those who fund their own care.

4. Support members of the Policy Team to prioritise and coordinate development of the Association's written communications and campaigning activities, including:
  - Consultation responses;
  - Articles and electronic communications;
  - Media comment;
  - Campaigning activity.
5. Develop and maintain a database which identifies external stakeholder audiences and the appropriate messaging which will have a positive influence on home-based care (a "Message Matrix"), to influence:
  - Parliamentarians and members of devolved assemblies;
  - Government departments in each UK administration;
  - Regulators, arms-length bodies and think-tanks;
  - Other influential organisations and individuals.
6. Work with the Policy and Campaigns Director to develop and deliver evidence-based research and assets to support UKHCA's campaigning work, including, but not limited to:
  - Designing on-line surveys of members' views and Freedom of Information enquiries to public bodies;
  - Analysis of data and information from external organisations;
  - Drafting concise reports which deliver impact.

### **External representation**

7. Undertake external representation on behalf of the Policy Director, including, but not limited to:
  - Conferences and events organised by UKHCA's member organisations;
  - Addressing external stakeholder audiences with different levels of prior knowledge or experience;
  - Producing clear and visually appealing content for presentations, including tailoring content created by others;
  - Understanding and responding to the positions and expectations of external stakeholders.

### **Publications and communications**

8. Create (and assist others to create) publications and resources for homecare providers, policymakers and external stakeholders.

9. Optimise dissemination of the Association's policy work and other materials.

### **Homecarer Magazine**

10. Edit UKHCA's bi-monthly publication, "Homecarer" magazine:
  - Identify the overall content of each issue, so that it meets readers' needs and expectations and maximises advertising revenue;
  - Generate content independently and with others;
  - Coordinate content produced by UKHCA staff;
  - Commission external articles;
  - Edit copy to maximise clarity and impact for readers;
  - Promote and re-purpose materials generated in other formats, and re-purpose content from the magazine in other media.
  - Oversee relationships with designer and printer to ensure that each issue is delivered to readers in a timely way.
11. Make proposals for the production of "Homecarer" magazine which, once agreed, will:
  - Improve the content and appearance of the magazine;
  - Improve the publication process (which may extend to outsourcing the magazine's editorial functions).

### **Social media**

12. Take lead responsibility for strategic use of UKHCA's existing social media account (@UKHCA on Twitter).
13. Generate high quality social media content which:
  - Maximises the Association's visibility and status with stakeholders (particularly policymakers, influencers and the Media);
  - Increases UKHCA's engagement with external stakeholders;
  - Increases awareness of UKHCA's publicly available materials and messages.
  - Is consistent with UKHCA's Mission, Values and public profile.
14. Identify and develop additional routes of on-line media which will extend the Association's impact with external stakeholders.

## **Media relations**

15. Support the Policy and Campaigns Director with media relations.

### In general:

- Identify and build relationships with key media outlets, journalists and publications;
- Maintain a contact list of professional journalists, publications, policy-makers and politicians through research and third-party databases;
- Monitor media coverage of the social care sector to identify opportunities for UKHCA to secure profile and coverage;
- Log and report on coverage received by UKHCA to share with stakeholders, and keeping the Association's Leadership Team updated.

### In reactive media:

- Act as the initial point of contact for enquiries from journalists, responding to initial enquiries where appropriate;
- Draft initial lines of response which are consistent with the Association's position and enhance the reputation of the homecare sector;
- Identify, brief and co-ordinate the most appropriate spokespeople from the Association's staff and non-executive directors;
- Disseminate agreed media releases and official comment to secure maximum coverage.

### In proactive media:

- Actively identify appropriate opportunities for UKHCA to contribute to current affairs coverage;
- Working with colleagues, identify and deliver materials which contribute to a positive perception of home-based care; and working in homecare as a career option.

16. In conjunction with the Policy and Campaigns Director, provide out-of-hours media coverage by telephone.

## **General responsibilities**

17. To operate at all times within UKHCA Policy and Procedures and assist in the review of these, as required.
18. Work within the Association's Health and Safety policy and ensure that, so far as is reasonable, safe working practices are established, maintained and followed.

19. Carry out such additional or alternative tasks as may from time to time be reasonably required of you by the Director or CEO to meet operational requirements and business needs.
20. To demonstrate UKHCA's Values at all times and focus on delivery of agreed Strategy (see: [www.ukhca.co.uk/aboutukhca.aspx](http://www.ukhca.co.uk/aboutukhca.aspx)).
21. Undertake occasional travel and overnight accommodation, where requested to do so.
22. To take the initiative in improving the way staff work; reporting problems to the line manager and suggesting and implementing improvements.

### **Management and leadership**

(finance, resources, performance management, staff supervision and service delivery)

23. Assist the Policy Director to maintain the departmental budget;
24. Consider and recommend opportunities for maximising membership revenue through developing products and services for member organisations.

### **Equalities**

25. Ensure implementation and promotion in employment and service delivery of the UKHCA's equal opportunities policies and statutory responsibilities.

### **Contacts and relationships**

(customer focus, both internal and external)

- Policy and Campaigns Director
- Members of the Policy and Campaigns team
- UKHCA member organisations
- Journalists, commentators and contributors
- Staff from other representative associations

		<b>Date</b>	<b>Name</b>
1.	Date drawn up	3 January 2019	Colin Angel, Policy and Campaigns Director
2.	Given to post-holder		
3.	Confirmed by line manager		
4.	Evaluated		

## Competency Framework

UKHCA operates a competency framework to describe and provide typical examples of the expected behaviours required of individual roles. Competences range from level 1 to level 4 (the highest). Examples of positive behaviours can be found on the current competencies list on “f/Human Resources/Competencies/UKHCA Competency Framework”.

Competency	Level	Description	Examples of positive behaviours
Teamwork	4	Develops a culture of teamwork and co-operation	<ul style="list-style-type: none"> <li>Leads by example, coaches and mentors junior staff;</li> <li>Actively promotes teamwork by example;</li> <li>Develops co-operation between teams.</li> </ul>
Embracing change and innovation	4	Acts as a catalyst for change. Promotes and supports constructive change	<ul style="list-style-type: none"> <li>Manages and directs change where needed;</li> <li>Consults widely on the need for change;</li> <li>Communicates corporate plans and how change will affect individuals;</li> <li>Encourages others to embrace constructive change;</li> <li>Challenges constructively in the interests of the organisation.</li> </ul>
Developing self and others	3	Leads development	<ul style="list-style-type: none"> <li>Develops policies for promoting a culture of learning;</li> <li>Makes sure policies are implemented;</li> <li>Shares knowledge and experience through coaching and mentoring of others;</li> <li>Agrees objectives and priorities with team members and identifies any areas for development.</li> </ul>
Stakeholder focus	4	Develops a culture of constructive stakeholder engagement	<ul style="list-style-type: none"> <li>Anticipates changes in stakeholders’ needs and plans accordingly;</li> <li>Provides expert guidance on stakeholder care;</li> <li>Listens to stakeholders’ needs and acts to meet them, where appropriate.</li> </ul>
Planning and organising	4	Understands the environment and develops a vision for the business	<ul style="list-style-type: none"> <li>Proposes effective strategy;</li> <li>Develops detailed, structured business plans;</li> <li>Adjusts plans to meet changing needs;</li> <li>Determines and secures resources required to achieve core and new business objectives;</li> <li>Communicate corporate strategy and how change will affect individuals.</li> </ul>

<b>Competency</b>	<b>Level</b>	<b>Description</b>	<b>Examples of positive behaviours</b>
Analytical ability	4	Analyses management information to enhance the decision making process	<ul style="list-style-type: none"> <li>• Does a "what if?" analysis and thinks through the implications of possible actions and decisions;</li> <li>• Identifies solutions and strategies for implementation.</li> </ul>
Communications	4	Communicates a clear vision of objectives and strategy – understands other's perspectives	<ul style="list-style-type: none"> <li>• Summaries key issues both orally and in writing;</li> <li>• Develops effective communication techniques within the business;</li> <li>• Networks with other relevant business partners;</li> <li>• Listens to others' perspectives and negotiates appropriate solutions.</li> </ul>
Business development	4	Creates a strategy for developing new and existing business and the associated infrastructure	<ul style="list-style-type: none"> <li>• Maintains up to date awareness of market, political, economic and social trends;</li> <li>• Identifies strengths and weaknesses of products and services in the light of changing stakeholder needs;</li> <li>• Identifies opportunities and creates and encourages innovation to achieve the Mission;</li> <li>• Making strategic partnerships work.</li> </ul>
Financial awareness	3	To assist in the setting and monitoring of departmental budgets	<ul style="list-style-type: none"> <li>• Understanding of finance and budgeting;</li> <li>• Has knowledge of the financial information that should be provided for review regularly;</li> <li>• Able to interpret budget monitoring information in a useful way and communicates the interpretation to interested parties;</li> <li>• Makes sound business judgements which give value for money.</li> </ul>