Role profile: Communications Director

Role title:
Communications Director

Responsible to:
Chief Executive

Purpose of role:
- To lead development & implementation of a joined-up communications strategy for BVA, with direct responsibility for media, digital communications, marketing & events, and encompassing both external and internal communications
- To contribute to shaping overall strategic direction for BVA, leading the development and communication of the organisation's strategic plan

Key responsibilities:
- Provide strategic and day-to-day leadership & management of BVA’s external and internal communications
- Design and implement a joined-up communications strategy for BVA, which embraces media, social media, marketing and events, ensuring we are making effective use of both traditional and digital channels, and to ensure appropriate coordination with our editorially independent veterinary journals
- Run an effective media operation for BVA, covering both proactive and reactive media engagement, with a strong campaigning agenda, to ensure a strong voice for vets and to maximise BVA’s visibility
- Ensure the BVA Officers, and other BVA ambassadors, feel well supported in their role as media spokespeople
- Oversee the design & delivery of BVA’s marketing strategies & plans, working closely with the Membership & Commercial Director, to increase member engagement, to support income generation and to promote, enhance & protect BVA’s brand and reputation
- Take overall responsibility for delivering successful content and marketing for BVA’s main veterinary events (London Vet Show and BVA Live), as well as smaller events including our annual Members’ Day
- Be an effective ambassador for BVA, representing the organisation effectively and maintaining good working relationships within the profession, with media, and other key stakeholders
- Lead design & communication of BVA’s strategic plan, and lead for BVA on other strategic initiatives including Vet Futures
- Contribute to overall leadership & development of the organisation and its people, as a member of the Senior Management Team, and lead internal staff workshops
- Ensure effective performance management and reporting for own areas of responsibility as well as progress reporting for BVA’s strategic plan and annual objectives
- Undertake any other activities which may be reasonably requested by the Chief Executive
People management:
- Direct line management responsibility for Head of Media and Head of Marketing & Events
- Overall responsibility for 8.6 FTEs in total (3.6 in media team and 5 in marketing team)

Financial resources:
- Budget holder for media, marketing and events budgets, with responsibility for managing a total budget of approximately £350K, plus staff costs

Knowledge, skills, and expertise:
- Substantial experience at management level in either a media or marketing function – with a demonstrable understanding of both
- Exceptional communication skills, both written and oral
- Experience of working across digital, print and other channels
- Strong political judgment/awareness
- Excellent stakeholder management and/or experience of working in a multi-stakeholder environment
- (Desirable) Experience in a campaigning or membership organisation
- (Desirable) Relevant professional qualifications
- (Desirable) Knowledge of issues of interest to the veterinary profession, including animal health and welfare
- Ability to lead, manage and develop staff
- Graduate level education

Key competencies
- Communication
- Leadership
- Strategic thinking
- Effective decision-making
- Influencing
- Innovation
- Organising work/project management
- Building & managing relationships
- Developing high performance

Other information:
- The role will involve some out of hours media cover plus attendance at meetings & events outside London (including occasional overnight stays)
- BVA operates a hybrid working policy which means the role holder will be expected to work at least two days per week on average in the office, with the rest working from home