

Role profile: Communications Director

<p>Role title: Communications Director</p>	<p>Responsible to: Chief Executive</p>
<p>Purpose of role:</p> <ul style="list-style-type: none"> To lead effective delivery of a joined-up communications strategy for BVA, with direct responsibility for media, digital communications, marketing & events, and encompassing both external and internal communications 	
<p>Key responsibilities:</p> <ul style="list-style-type: none"> Provide strategic and day-to day leadership & management of BVA's external and internal communications Lead ongoing delivery of BVA's communications strategy 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 Provide strategic leadership & oversight of BVA's media operation, 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 Working closely with the Membership & Commercial Director, oversee the design & delivery of BVA's marketing strategies & plans, to increase member recruitment & engagement, to promote our Canine Health Schemes, 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 BVA Day and BVA Awards. Ensure the BVA Officers, and other BVA representatives, feel well supported in their role as ambassadors and media spokespeople Be an effective ambassador for BVA, representing the organisation effectively and maintaining good working relationships within the profession, with media, and other key stakeholders Manage relationships with our key delivery partners including our conference organizer and our publishing partner Lead design & communication of BVA's annual report and 3-year strategic plan, and work with the Chief Executive to lead other strategic initiatives Contribute to overall leadership & development of the organisation and its people, as a member of the Senior Leadership Team Lead the development of our internal comms plan as well as the design & delivery of 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 & Campaigns and Head of Marketing & Events
- Overall responsibility for 10 FTEs in total (3.6 in media team and 6.4 in marketing team)

Financial resources:

- Budget holder for media, marketing and events budgets, with responsibility for managing a total budget of approximately £300K, plus staff costs

Knowledge, skills, and expertise:

- Substantial experience at leadership & management level in a communications role – with a demonstrable understanding of both marketing and media
- 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
- Ability to lead, manage and develop staff
- (Desirable) Experience in a campaigning or membership organisation
- (Desirable) Relevant professional qualifications
- (Desirable) Knowledge of issues of interest to the veterinary profession

Key competencies

- Communication
- Leadership
- Strategic thinking
- Effective decision-making
- Influencing
- Innovation
- Organising & prioritising 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