

# Lullaby Trust Job Description

## 1. Post

Post:		Head of Communications and External Affairs	
Department:		Communications and External Affairs	
Salary:	£40,000-42,000	Date of appointment:	TBC

## 2. Supervisory responsibilities/position in structure

Responsible to:	Chief Executive
Responsible for:	Communications Manager Digital Communications Officer (Little Lullaby) Policy and Research Officer APPG Co-ordinator

## 3. Main function of job (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required)

1. To lead the Communications Team and functions
2. To lead on key campaigns and projects
3. To develop and strengthen our media relations to raise awareness of The Lullaby Trust and issues surrounding SIDS
4. To manage and develop The Lullaby Trust’s digital presence and engagement
5. To contribute to the creation and dissemination of safer sleep and SIDS related information to parents and health professionals
6. To provide marketing support to the Fundraising Team
7. To lead Little Lullaby our young parent project
8. To manage the External Affairs function
9. To be the overall brand guardian of The Lullaby Trust

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## 4. Main duties (brief description)

Duties/Responsibilities	Level of responsibility: direct or indirect (D/I):
<p><b>1. To lead the Communications team and functions</b></p> <ul style="list-style-type: none"> <li>• Line manage the Communications and External Affairs team, support them to manage their workload, plan prioritise and schedule activities, undertake appraisals, hold regular team meetings and work collaboratively across teams on joint projects</li> <li>• Oversee the budget for the communications department, including forecasting, monitoring, reviewing and reporting.</li> <li>• Be part of the Senior Leadership Team and input on the organisational function and strategy</li> <li>• Advise the CEO and SLT on communications opportunities and risks, including crisis communications preparations</li> <li>• Oversee work with external suppliers and agencies including designers, web developers, publication fulfilment and photographers</li> <li>• Manage The Lullaby Trust’s communications strategy</li> </ul> <p><b>2. To lead on key campaigns and projects</b></p> <ul style="list-style-type: none"> <li>• To lead on campaigns with a communications and/or policy focus including our annual awareness raising Safer Sleep Week campaign</li> <li>• Work with other charities to support and develop Baby Loss Awareness Week</li> <li>• To work with other teams on the charity’s 50<sup>th</sup> Anniversary celebrations, leading on the comms side</li> <li>• To develop a press, social media and information campaign around the annual release of the ONS figures on unexplained deaths in infancy</li> <li>• Develop and manage relationships with partner organisations such as Public Health England</li> </ul> <p><b>3. To develop and strengthen our media relations to raise awareness of The Lullaby Trust and issues surrounding SIDS</b></p> <ul style="list-style-type: none"> <li>• Maintain and build relationships with journalists and keep a contact database</li> <li>• Proactively identify and create opportunities for media coverage of The Lullaby Trust’s work</li> <li>• Respond to incoming media enquiries, including any out-of-hours calls, as well as crisis management,</li> <li>• Oversee the drafting, finalising and distribution of press releases</li> <li>• Oversee the recruitment and management of case studies</li> <li>• Brief and prepare the Trust’s spokespeople for each media opportunity</li> <li>• Manage and keep up to date The Lullaby Trust’s Crisis Communications strategy</li> </ul>	

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<p><b>4. To manage and develop The Lullaby Trust’s digital presence and engagement</b></p> <ul style="list-style-type: none"><li>• Manage the website, developing new content and identifying and managing any development work needed, monitoring SEO and using analytics to report on performance and engagement</li><li>• Provide a strategic lead on developing The Lullaby Trust’s social media presence including Instagram, Facebook and Twitter and using analytics and audience insight to improve digital content to maximise reach and engagement,</li><li>• To oversee out of hours moderation of social media channels</li></ul> <p><b>5. To contribute to the creation and dissemination of safer sleep and SIDS related information to parents and health professionals</b></p> <ul style="list-style-type: none"><li>• Contribute to the development of information resources for parents and health professionals including web and social content and assets, publications and animations</li><li>• Come up with creative concepts to ensure resources are engaging, accessible and representative</li><li>• Oversee the design process, production, editing and distribution of print publications</li><li>• Work with colleagues to develop and refine key messages aimed at high risk groups</li></ul> <p><b>6. To provide marketing support to the Fundraising Team</b></p> <ul style="list-style-type: none"><li>• To oversee the design and production of resources such as Fundraising packs for events and challenges</li><li>• To work with the Fundraising team and Communications Officer to create social media content and assets to support key campaigns and activities</li><li>• To support and advise on e-marketing and external communications</li><li>• To provide comms support on key appeals such as BBC Lifeline</li><li>• To provide comms support on corporate partnership initiatives such as blogs, Q&amp;As and promotional campaigns</li></ul> <p><b>7. To lead Little Lullaby our young parent project</b></p> <ul style="list-style-type: none"><li>• To manage the communications strategy for Little Lullaby</li><li>• To work with Little Lullaby’s Young Parent Panel to shape the direction of the project and ensure content is led by young parents</li><li>• To work with the Support and Training Officer and Digital Communications Officer to recruit young parent volunteers</li><li>• To line manage the Digital Communications Officer for Little Lullaby</li><li>• To oversee relationships with relevant individuals, organisations, media outlets and site users to secure promotion and raise awareness of Little Lullaby amongst young parents</li></ul>	
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<p><b>8. To manage the External Affairs function</b></p> <ul style="list-style-type: none"> <li>• To oversee the collation, analysis and dissemination of research concerning SIDS and related fields</li> <li>• To work with teams across the organisation and a wide range of stakeholder groups on the development and advocacy of The Lullaby Trust's policy positions, and ensure they are supported with detailed policy information and research evidence</li> <li>• Work with the Research and Policy Officer to develop and implement strategies to grow The Lullaby Trust's external influence achieving higher prominence of SIDS awareness and prevention and care for bereaved parents on the political and healthcare agenda</li> <li>• To lead on the creation of an annual SIDS Briefing based on the latest ONS figures for unexplained deaths in infancy</li> <li>• Ensure all data on our website and resources is updated and staff are made aware of latest figures</li> <li>• Oversee the management of the APPG on Baby Loss</li> </ul> <p><b>9. To be the overall brand guardian of The Lullaby Trust</b></p> <ul style="list-style-type: none"> <li>• To ensure our brand and content assets are engaging, accessible and reflective of our mission and values</li> <li>• Increase The Lullaby Trust's online brand awareness and maintain The Lullaby Trust's reputation as the authority on infant death</li> <li>• Ensure the Lullaby Trust brand and tone of voice is applied consistently across all communications.</li> <li>• To work with designers, web developers and photographers to produce engaging content and assets</li> <li>• To create copy for, and edit the Annual Report and Impact Report, as well as any other publications the Trust might produce</li> </ul> <p><i>Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with specific needs for each region, decisions made at the Lullaby Trust's strategic reviews, and funding requirements.</i></p>	
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## 5. Requirements to carry out job

Essential or desirable requirement – please indicate against each heading	E	D
<b>Qualifications/education required:</b>		
GCSE standard	E	
Degree/Higher Education	D	
<b>Competencies required:</b>		
Proven track record of working in a communications office line managing a communications team	E	

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Experience of planning and delivering Communications and marketing campaigns	E	
Experience of using website content management systems	E	
Experience of media relations and working with journalists	E	
Experience of helping to produce health/safety/well being information		D
Experience of overseeing a digital communications strategy or digital staff member		D
Experience of working with political stakeholders and external influencing		D
Experience of working collaboratively with partner organisations	E	
Experience of brand management	E	
Experience of working closely with senior staff, trustees and key supporters	E	
Ability to use own initiative, manage time effectively and to prioritise tasks	E	
Experience of working for the charity/not-for-profit sector		D
Ability to communicate complex information in an accessible and engaging manner	E	
<b>Specialist training required:</b>		
Training will be provided on safer sleep advice and bereavement support issues.		
Experience of using Google analytics	E	
Experience of using Adobe Creative Suite		D
<b>Any particular aptitude/skill required:</b>		
Ability to understand and interpret complex data	E	
Excellent attention to detail	E	
Excellent written and verbal communication	E	

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Personal characteristics required:		
Professional, open and collaborative working style	E	
Creative, approachable, open to ideas	E	
Willingness to adapt to change	E	
Self-disciplined to work from home or in an open office environment	E	
Willing to work out of hours when required	E	
Empathy with bereaved parents and their families	E	
Understanding of infant and children's health policy agenda		D
Commitment to the organisation's strategic goal to reduce the rate of unexplained infant deaths by 2020 and to support bereaved families	E	

## 1. Special terms

Working hours:	The post is for 35 hours a week and will be initially home based with some days required in our Head Office in central London from Autumn 2021
Benefits	<p>25 days annual leave pro rata per annum</p> <p>Eye-care vouchers</p> <p>Free travel loan to work after probation period</p> <p>Matched pension contributions up to 5% after 3 months</p> <p>The Lullaby Trust operates a company pension scheme into which qualifying employees will be automatically enrolled after 3 months. Default contributions are by salary exchange with the employee and The Lullaby Trust each contributing 4% of salary.</p>
Application details	