



## Band 3 ONR Communications Manager

Location	Bootle
Pay Band	Band 3
Salary	£37,113 - £44,439
Specialism	Internal communications and staff engagement
Directly reports to	Head of Internal communications

### Job Purpose

Office for Nuclear Regulation (ONR) is responsible for all nuclear sector regulation across the UK. ONR's mission is to provide efficient and effective regulation of the nuclear industry, holding it to account on behalf of the public.

The communications manager role is a senior member of the communications team and responsible for deploying resources effectively (staff and/or services) to ensure the delivery of effective communications strategy and plans in line with the ONR corporate plan. The role will work across the organisation and beyond, building relationships internally and externally as required, to ensure effective communications that help ONR to manage its reputation and deliver its vision and strategic themes. In addition, the communications manager will provide advice and support to senior staff across the organisation, ensuring that they are supported to deliver effective communications to enable ONR to succeed. Your role will extend to direct line management of communications officers.

### About The Role

#### Principal Responsibilities

The communications manager will:

- Provide expert and strategic advice to colleagues across the organisation on ways communications can successfully support the implementation of regulatory activity, change programmes and improve our internal and external reputation, challenging appropriately and standing your ground when necessary
- Collaborate with policy and regulatory colleagues in a timely way to examine and define issues to be supported, commissioning research to gain insight where required
- Develop measurable communication objectives to support the delivery of ONR's corporate and directorate plans
- Use segmentation and mapping techniques to identify target audiences, key influencers and enable effective decision making around channel choice

- Ensure all communications activity is effectively evaluated against objectives producing reports and feedback as required
- Learn from best practice across the public sector and beyond, to ensure ONR communications are the best they can be
- Keep abreast of emerging issues, internally and externally, that may impact ONR or change the way we work to engage our key audiences
- Be a trusted strategic advisor to senior leaders, working collaboratively with – and influencing – colleagues at all levels to drive corporate and communications outcomes
- Have the ability to work flexibly across the communication manager roles to provide support and contingency.

### **Corporate Duties**

- Support the director and heads of communication in delivering activities in the department milestone plan
- Contribute to communications continuous improvement activities, to ensure processes remain 'fit for purpose'
- Work constructively with policy and regulatory colleagues and partners to gain expert opinions

### **Key Operational Responsibilities**

- Work with the wider team to set priorities, goals, objectives and timescales for individual campaigns, mentoring Communications officers (business partner) staff and allocating tasks as required and managing risks
- Design integrated communication strategies and plans using online and offline channels
- Improve existing and launching new channels, in accordance to the communications strategy and plans
- Embed evaluation and tracking into communication strategies, reporting frequently on campaign delivery, ensuring value for money and outcome considerations are evidenced
- Construct campaign briefs and tendering documents to a high standard, applying rigour and robust financial management throughout
- Initiate and lead the development of both reactive and proactive integrated campaigns that build on insight and enhance ONR's reputation internally and externally
- Analyse results to assess the effectiveness of strategies and inform future campaigns
- Provide advice and guidance to colleagues on writing clearly for target audiences
- Create campaigns to change or encourage certain behaviours, or raise awareness of issues as appropriate, by deploying a range of integrated online and offline methods that achieve results and evidence good value for money
- Project manage both high profile and business as usual events with small, medium and large audiences

- Support the Crisis Management Team (CMT) plan, undertaking a named role identified in the CMT plan and testing its resilience in the event of an emergency
- Commission and undertake desk research to better understand audience interaction with ONR and how it relates to communications activity and enables us to better target activity
- Monitor and report on campaign and engagement activity and performance, preparing, producing and presenting reports for DMT/ EMT or board as required
- Providing effective management of direct and indirect line reports, mentoring and developing staff allowing them to excel
- Act as the evaluation/insight lead for the internal communications and engagement discipline
- Own and support internal communication channels
- Provide support and clarification to managers to ensure they are confident in delivering key messages to strengthen the internal communication cascade process
- Manage the organisation's internal reputation through effective engagement with staff at all levels

### **Security Clearance**

The successful applicant will need to obtain baseline security checks prior to taking up appointment.

### **Person Specification**

#### **Skills/Job Related Expertise**

- Demonstrate evidence of delivering multiple high profile, integrated online/offline campaigns (for example, transformational/behaviour change projects and staff survey), and managing multiple channels
- Proven ability to craft compelling, impactful copy, targeted to different audiences
- Demonstrate a strong understanding of digital trends in internal communications and engagement, with experience of working with digital communications and channels, to ensure effective management of intranet and digital resources

### **Competencies**

#### ***Engaging People – Leading and communicating***

- Communicate in a succinct and engaging manner, both orally and in writing

- Setting the tone and style of communications activity to ensure it is appropriate, effective and well received by all audiences

#### ***Engaging People – Collaborating and Partnering***

- A proven track record of developing positive working relationships and working with and influencing staff at all levels.

#### ***Delivering Results – Delivering at pace***

- Experience of delivering large scale/high impact communications projects and managing local budgets accordingly.
- Proven evidence of the ability to balance multiple priorities and meet deadlines, with the resilience to flex in order to meet the needs of the business.

#### ***Engaging People – Building capability to all***

- Experience of managing/leading a high performing team of communications professionals, with a proven track record of developing talent, motivating and inspiring staff to deliver results and communications milestones.

#### **Essential Qualifications**

- A communications related qualification (or a willingness to work to achieve), including CIPR, CIM or other appropriate

#### **Other Requirements**

This role is located in Bootle.

#### **For Further Information**

For more information about this vacancy please contact Ines Osborne:

✉ - [Ines.osborne@onr.gov.uk](mailto:Ines.osborne@onr.gov.uk)

☎ - 0203 028 0716

#### **How to Apply**

Please submit your application through the recruitment portal.

The **closing date** for receipt of applications is **13 December 2017 at 11:45pm.**

Interviews will be held around the first week of January 2018.

**Your application should include:**

- A full record of your education and professional qualifications and a full employment history. Please include in your application details of your achievements when prompted relevant to the job description and person specification above, including latest remuneration which will be treated in confidence;
- You will also be prompted to describe your suitability for the role clearly evidencing your experience set against both the principal responsibilities and person specification in the job description. There is no word limit on the system, however, it is suggested that between 250-300 words is used for each example. (*You will be prompted to provide specific examples relating to each competency*);
- If the role requests desirable requirements evidence against this should also be reflected in your application;

Your ability and skills will be assessed at an in-depth interview if you are invited to the next stage of the recruitment process. An initial sift of applications is made against the above criteria and failure to address any or all will affect your application.

**Please note** that upon registering on our recruitment system you are given the option to upload a CV, please be aware that this CV **will not** be considered as part of the recruitment process for this vacancy, therefore please ensure that all relevant information is included within the online application form.