Role Description
Chapter Member - Communicate

National Deaf Children's Society

Communications Business Partner – Community

This role sits within the Communicate Chapter and is supported by the Chapter Lead.

Salary range:	**£45,000- £48,000** **Step C, Chapter Member Main (National)**
Hours:	**35 per week**
Location:	**Home-Based**
Contract:	**Fixed Term Contract (12months)**
Disclosure Level:	**Basic**

About the Communicate Chapter

We bring together the charity's communications experts into one team including media, social media, strategic communications, brand, volunteer and local groups communications, internal communications, international communications and events. We create and deliver engaging and inspiring communications and campaigns that tell compelling stories, engage audiences, build awareness and strengthen our reputation.

About the role

As our Communications Business Partner – Community, you'll lead on the marketing communications planning and activity for one of our priority organisational objectives: building stronger, more connected communities around deaf children, young people and their families. It's all about helping families access support and opportunities in their local area, strengthening peer networks and community connections, and increasing awareness of ways people can get involved, take action and create change.

You'll work closely with the platform leads and colleagues responsible for delivering the work to shape clear, integrated communications and marketing plans and build a consistent, flexible and scaleable communications framework that brings our community work to life.

You'll work in a similar way to the lead in a client-agency relationship ensuring colleagues have a single point of contact who can coordinate activity, connect expertise, manage priorities and drive delivery.

Drawing on the expertise of colleagues across your chapter and our wider marketing communications teams, you'll identify audiences, develop key messaging, coordinate activity, connect the right marketing communications specialists, manage priorities

and make sure our marketing communications work is focused where it can make the greatest difference across all our transformational community work. You'll also work closely with our community-facing staff and volunteers equipping them with messaging, tools and resources and gathering feedback to evaluate its impact and success.

You'll need to think strategically, plan proactively and respond well to emerging opportunities and changes in the external environment. You'll focus on outcomes rather than isolated activity, making sure our marketing and communications work contributes to meaningful strategic change and long-term impact.

As a Chapter Member, you'll be in a chapter of like-minded and skilled colleagues. Chapters are self-organising, and every member has a vital role to play, sharing their skills, knowledge and experience and learning and developing together. Led by the Chapter Lead, all Chapter Members will value and respect each other's contribution and learn and develop collaboratively.

What a day in the life of might look like:

- Start the day by catching up with colleagues across the marketing communications chapters, sharing priorities, spotting connections and identifying where specialist support is needed.
- Join a squad for a sprint meeting, advising on the best communications approach and help colleagues focus on outcomes and audiences.
- Meet the Customer and Community Platform Lead to discuss work for an integrated marketing communications plan to support the next stage of community work.
- Meet and create a clear marketing communications brief with relevant marketing communications specialists making sure the audience, message, channel and desired impact are understood.
- Work with our Strategic Communications Lead to plan timings for communications about our local groups work to avoid clashes.
- Start to develop an internal communications approach working with our Internal Communications Lead to grow colleague understanding and engagement for our community programme.
- Review progress against the agreed marketing communications plan with the Strategic Communications Lead, identifying what needs to be prioritised, paused or adapted.

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- Meet with senior stakeholders to provide strategic communications advice, constructive challenge and clear recommendations on the communications approach for a new element of community work.
- Approach colleagues in our Understand chapter to set up a piece of work to get evidence, insight and evaluation to understand what is working and strengthen future marketing communications planning.

Who are you?

- You're passionate about working as part of a team and sharing and developing your skills, knowledge and expertise in a collaborative environment.
- You'll have our customers at the heart of all you do.
- You're focused on outcomes and the difference our work can make for deaf children and their families.
- You're a natural collaborator who can build trusted relationships and bring people together around shared priorities.
- You're confident influencing decision-making and giving clear advice and constructive challenge, helping stakeholders understand the value and impact of effective communications and influencing decision-making.
- You're comfortable working with complexity and ambiguity and can help others find clarity.
- You have an open mindset and are adaptable and flexible embracing new concepts and ideas.
- You'll show a commitment to our culture and to giving and receiving continual feedback.

What will be in your toolkit?

- Significant experience in strategic communications, marketing, engagement or a related discipline with a good understanding of the marketing communications mix.
- Proven ability to develop and deliver integrated communications and marketing plans that support organisational objectives.
- Experience of building scaleable communications frameworks that supports both central and devolved communications activities.

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- Strong strategic judgement, with the ability to prioritise activity and focus resources where they will have the greatest impact to meet organisational priorities.
- Experience coordinating delivery through others such as frontline colleagues, volunteers and other partners and groups, bringing together specialist teams around shared outcomes.
- Experience translating complex organisational priorities into clear, compelling communications for different audiences.
- Good writing and editing skills
- Strong relationship management and influencing skills, including the confidence to advise and challenge senior stakeholders.
- Strong understanding of audience insight, planning, evaluation and performance measurement.

What will you bring?

- Desire to learn agile principles and thrive within an agile project environment.
- Strong digital skills, including Microsoft 365. An awareness of AI and what it means for communications
- Ability to learn from mistakes and be unafraid of failure.
- Passion for continuous improvement, reflecting on progress and performance.
- Enthusiasm for giving and receiving continual feedback.
- Knowledge or understanding of issues around deafness, including sign language skills and deaf awareness, or a willingness to learn.

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Person Specification

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Essential Criteria		How it is measured
A – Application	***I – Interview*** ***T – Test or Presentation*** ***Q – Qualification***	
1.	You'll have significant experience in strategic communications, marketing, engagement or a related discipline.	A / I
2.	You'll have experience developing and delivering integrated communications and marketing plans that contribute to organisational objectives and long-term change.	A / I
3.	You'll be able to build trusted relationships and influence senior stakeholders, providing clear advice and constructive challenge.	I
4.	You'll be able to understand complex ideas and develop clear, accessible communications plans for different audiences.	A / I
5.	You'll have strong project and programme management skills, with the ability to coordinate multiple priorities and stakeholders.	A / I
6.	You'll have experience leading cross-functional activity and delivering results through others.	A / I
7.	You'll have experience using evidence, audience insight and evaluation to inform marketing communications planning, decision making and delivery	A / I
8.	You'll have excellent judgement, influencing and decision-making skills.	I
9.	You'll have general understanding across the communications mix (media, digital, content, marketing, stakeholder engagement approaches) and be able to demonstrate how you approach integrated marketing communications to support strategic organisational objectives.	A / I
10.	You'll be a good writer and editor	A/I

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11.	You'll have excellent oral communication and presentation skills, with the confidence, diplomacy and influence to win the support of colleagues and leaders.	I
12.	You're passionate about working as part of a team and sharing and developing your skills, knowledge and expertise in a collaborative environment.	I
13.	You must be highly organised and able to cope under pressure, prioritising work and meeting deadlines working on your own initiative.	I
14.	You have a can-do attitude and are focused on achieving outcomes.	I
15.	You have an open mindset and embrace new concepts and ideas.	I

Desirable Criteria		How it is measured
A – Application I – Interview T – Test or Presentation Q – Qualification		
1.	You'll have experience working in the disability, children's, education or wider charity sector.	A
2.	You'll have an understanding of accessible and inclusive communications practice.	I
3.	You'll have an understanding or awareness of agile values and principles.	I
4.	You'll have an understanding of deaf awareness and British Sign Language skills, or a willingness to learn.	A / I

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