



# Head Of Communications (Launceston)

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<b>Job Title:</b>	Head of Communications
<b>Location:</b>	Launceston
<b>Salary:</b>	£50,000+ depending on experience (Participation in Employee Benefit Trust after 12 months)
<b>Hours:</b>	Full time
<b>Purpose:</b>	<p>This job description summarises the role of Head of Communications to develop and lead the communications team of a pioneering and award winning social impact investment business working across the country. Our mission is to connect capital with social enterprise, and we have 15 years track record in delivering that.</p> <p>You will be building on a small but skilled team focused on raising Resonance's profile through clear and compelling intelligence gathering and story telling both internally and externally. The remit of the team extends to PR, Impact Reporting, Policy and Research, IT.</p>
<b>Responsible to:</b>	Managing Director
<b>Direct Supervisory Responsibility for:</b>	Communications Manager; Data and Systems Co-ordinator; Communications Intern; Impact Co-ordinator (tba); Policy and Research Manager (tba)
<b>Indirect Supervisory Responsibility for:</b>	Investment Interns
<b>Important Functional Relationships (Internal):</b>	Managing Director, Investment Director, Leadership Team; Funds Team; Finance Team; Investment Team; HR Team; Risk & Compliance
<b>Important Functional Relationships (External):</b>	Social Enterprise clients; Investors; Operational partners (eg St Mungos, SW Academic Health Science Network, Transformational Index); Journalists and media organisations;
<b>Key Function:</b>	The Head of Communications primary role will be to lead the Communications team focused on raising the profile of Resonance. Key responsibilities include developing and implementing a Communications Strategy. Building, developing and leading the communications team and resourcing and supporting others in the business to extend their effectiveness in communicating key messages and extending their influence.

## **The Role of Head of Communications**

### **Core responsibilities:**

- Leading and developing Resonance's Communications Strategy
- Managing the Communications team including recruiting, inducting and training the team to ensure consistent quality and capability
- Actively supporting the personal / professional development of members of the Communications team
- Overseeing the workflow and prioritization of projects across the communications team in step with overall business strategy
- Develop some projects capable of external sponsorship that contribute to cost of the team whilst simultaneously contributing to Resonance's core communications strategy.
- Act as secretariat for marketing and profile raising Sub Group of the Resonance board, steering agenda and progressing key issues alongside the chair of the Sub Group
- Contributing to the Strategic direction of the business as part of the Leadership Team
- Liaising with both Funds and Ventures to set and deliver tactical objectives through data collection, story-telling and external communications
- Leading by example on all aspects of work within the communications team and in step with the values of the organization
- Reporting progress and performance to the Leadership team and Resonance board as appropriate

### **Secondary responsibilities**

- Representing Resonance through public speaking and other profile raising activities
- Support the development of new investor relationships and networks
- Manage some key partner relationships

## **Person specification**

The Head of Communications will play an important role in the development of the company's Marketing and Communications Strategy and its team and significantly contribute to Resonance's growing prominence in the social impact investment sector. The ideal candidate will therefore have relevant experience to be able to demonstrate the following skills and experience:

### **Key Strengths**

#### **This person will be:**

- A solutions finder; able to think creatively to identify solutions and opportunities beyond the obvious or normal
- A team player; working with people in and outside of the organization to get the job done
- Resilient; capable of maintaining motivation and focus despite set backs
- Strategic with attention to detail; capable of seeing and communicating the big picture and translate that into specific actions
- Strong on execution; able to bring together and orchestrate numerous moving pieces and drive things forward in order to get projects delivered on time
- Commercially capable but socially motivated; Value adding not Value extracting - what can I give before what can I get
- Self-starter but capable of bringing people along with them
- Empathetic in seeing the other side of the story and yet also holding people to account

#### **Essential experience and skills:**

- Desire to help address social issues through impact investment

- Fully subscribes to Resonance’s vision, mission and values
- Experience in marketing and communications within the financial / investment sectors
- Experience of leading a team
- Experience in the design and use of data management systems for performance measurement and drawing out key learning
- Ability to distil complex concepts into clear and compelling formats using simple language
- Ability to set out clear project briefs for the development of marketing collateral
- Ability to direct and coach other team members in how to prepare for and develop media material e.g. interviews, press releases, blogs
- Exceptional verbal and written communication and presentation skills
- Exceptional influencing and interpersonal skills; able to adapt to different audiences (e.g. investors, investees, peers, partners and the public) and to build effective relationships
- Able to prioritise work towards clear goals and performance targets
- Able to work independently and demonstrate initiative and tenacity in seeing tasks or projects through to conclusion
- Thorough and detailed approach to organising work and maintaining accurate records
- Highly professional and ethical approach in representing the company and marketing its products
- Willing to travel within the UK and work with colleagues in multiple locations using appropriate communications technology
- Enthusiasm to work in an entrepreneurial and innovative environment

**Desirable:**

- Educated to degree standard
- Other relevant professional qualification
- Knowledge of social enterprise / investment sector
- Strong networks in financial media
- Knowledge of social investment sector
- Knowledge of social impact measurement frameworks

## Our Vision

A world where...

- ◆ capital serves people and communities
- ◆ all are empowered to invest in enterprise for positive social impact
- ◆ resources are stewarded for future generations

## Our Mission

To **connect** capital to social enterprises

To **find** creative **solutions** matching transformational enterprises with investors who share their values

To **shift** market motivations, aligning commercial returns with social impact

## Our Values

- ◆ We are a **bridge**, not an institution
- ◆ We believe there is always a **solution**
- ◆ We build **trusting** and **transparent** relationships, one investment at a time
- ◆ When we strive for **mutual profit**, all of society benefits