

**JOB DESCRIPTION**

**Job title:** **Campaigns and** **Communications Manager**

**Reporting to:** **Director of Communications & External Affairs**

**Direct Reports:** **Communications Officer**

**Current Job Holder:** **New role**

***Overall purpose of the job – what we are looking for:***

* With a general election on the immediate horizon, the next year is key for the BBPA’s media and public affairs team.
* Representing Britiain’s brewers and pubs, the Campaigns and Communications Manager will work directly with the public affairs team and policy colleague to convey key policy asks in innovative and creative ways to influence media narratives about beer and pubs in general and policy in particular, positively raise the profile of the industry and the BBPA, as well as identify and build relationships with media stakeholders.
* This is a role for someone who is energetic, has an eye for detail and what makes a great headline and story and readily knows how to convey often complex policy issues into simple concise language in numerous different ways.
* The role will suit someone is ambitious, gregarious and wants to create a real impact through exciting and eye-catching campaigns that have the potential to grab politicians’ attention through arresting media coverage which will in turn tangibly aid the BBPA to influence policy making and political debate.
* Most of all we are looking for someone who understand the interlink between detailed policy influence and public affairs engagement and how media is the critical third point to this communications ‘triangle’. The new position holder will be able to immediate fit into a busy and vibrant comms and external affairs team and hit the ground running and contribute to our success from day one!

***Responsibilities:***

* The Campaign and Communications Manager will be accountable for the BBPA’s high profile media coverage and expansion of its national media reach and influence. They will proactively manage, plan, and lead press activity, including the day to day running of the press office and developing relationships with journalists.
* The Manager will process complex issues swiftly and turn them into compelling yet fact-based narratives that resonate with a diverse range of audiences including politicians and the media.
* The post-holder will build strong relationships with key stakeholders, including members, and collate innovative, yet newsworthy, case studies to help the organisation achieve its aims and wider objectives.
* The Campaigns and Communications Manager will proactively engage with internal and external policy and public affairs colleagues to help the Director of Communications and External Affairs in delivering integrated PR and public affairs campaigns to maximise the BBPA’s political influence and media profile.
* The position holder will also:
	+ Contribute to and lead the communications strategy for the diversity and inclusion agenda across the BBPA, its membership and the wider industry;
	+ Support the Director of Communications and External Affairs in the further development of the BBPA website;
	+ Develop a forward-looking plan for the organisation’s digital presence including its website and social media channels;
	+ Curate and create branded and designed digital and printed assets to best showcase the BBPA and its work, liaising with external providers where necessary;
	+ Lead on crafting compelling award entries and gather supporting evidence to enable the BBPA and its Chief Executive to gain recognition at a range of national awards;
	+ Be responsible for the line management and progressive development of the Communications Officer

***Skills required:***

**Leadership**

* Great interpersonal skills and emotional intelligence
* Ambitious and goal driven
* Can take decisions, set agendas and objectives
* Ensures people know what is going on and what they need to do
* Is an agent of change
* Clearly communicates business goals and objectives
* Manages team progress and problems solves changes and obstacles as they arise
* Communicates clear consistent instructions to team members
* Pragmatic and knows their own mind and avoids unnecessary changing course to reflect others’ views.
* Treats team members fairly and equally

 **Team Working**

* Participates willingly, is a good team player and does his/her share of the work
* Shares information, ideas, and feelings with team colleagues
* Builds an open and co-operative relationship with colleagues
* Shows sensitivity to others needs
* Willingly help out others in times of work overload or in a crisis