

## Head of Public Engagement

<b>Job Level</b>	Level 6	<b>Job Reference No:</b>	
		<b>Role review date:</b>	April 2025
<b>Directorate</b>	Marketing, Fundraising and Communications	<b>Function</b>	Communications
<b>Service</b>		<b>Reports to:</b>	Director of Communications

## Scale and scope of role

<b>Direct reports</b>	3	<b>Indirect reports</b>	9
<b>Budget responsibility/ accountability</b>	Yes – up to £500k	<b>Accountable for other resources</b>	

## Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

## Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

## Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

## Purpose of the role

This is a pivotal external communications role, responsible for driving public engagement with the British Red Cross across our owned and earned channels. Overseeing a large remit – including social media, PR, campaigns and celebrities and influencers – the Head of Public Engagement will lead our external storytelling and creative campaigns, promoting our work and ensuring that the British Red Cross remains highly visible across its core strategic causes.

## Key responsibilities

### Public Engagement

- Oversee impactful, creative and dynamic campaigns that drive public engagement with our work and brand across owned and earned channels, supporting the delivery of the British Red Cross' corporate priorities.
- Lead a large multi-disciplined team across our owned and earned channels to tell a compelling and cohesive story about the impact of our work, driving increased engagement with priority audiences.
- Oversee a creative, agile and engaging social media function that achieves long term growth and engagement with our audiences through organic social content.
- Work closely with the Head of News and wider media leadership to proactively monitor, manage and respond to misinformation and disinformation.
- Drive forward an ambitious celebrity and influencer strategy, designed to attract new, diverse supporters to increase the visibility and impact of our work.
- Build strong relationships with key external stakeholders including journalists, social media platforms, influencers, celebrities and agents.

### Expert Advisory

- Act as a senior communications advisor for our owned and earned channels to colleagues across the organisation.
- Work closely with key teams and colleagues across the organisation to deliver joined-up impactful communications strategy and plans.
- Work closely with other British Red Cross leaders to agree external priorities and opportunities and shape our communications agenda.
- Drive the team's commitment to working with those with lived experience in its communications.

## Communications management

- Lead, manage, motivate and develop a team of 12, fostering a creative and dynamic environment.
- Ensure the team assists in the regular reporting of public engagement activity, using data to improve our output and to evaluate our ability to reach target audiences.
- As a senior member of the communications team and part of the communications team management group – play an active role in wider team development and support and build collaborative working relationships across the management team.
- Support the Head of News and other media managers and participate in the manager escalation rota, providing advice and guidance to the duty media officer out of hours and at other times as required.

## Leadership Behaviours

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

## Team Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

## Team Member

- Actively participates in all team meetings.
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

## Pre-engagement checks

### Criminal Records

Type of criminal record checks required for this role

England and Wales – Disclosure and Barring Service (DBS)
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<ul style="list-style-type: none"> <li>• None</li> <li>•</li> </ul>
<b>Scotland</b>
<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Northern Ireland</b>
<ul style="list-style-type: none"> <li>• None</li> <li>•</li> </ul>

**Drivers Check** - Required – No

## Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
<b>Knowledge and Skills</b>			
<b>Essential</b>			
> Strong working knowledge of the UK media, with a strong understanding of social channels, news and features.	S	I	
> Strong understanding of strategic communications, storytelling and impactful campaigns to support organisational priorities.	S	I	
> An excellent networker with established contacts within the media industry, talent agencies and with celebrities and influencers.	S	I	
> Strong influencing skills including persuasive speaking and presentation skills and writing skills		I	
> Forges and maintains excellent working relationships, internally and externally		I	
> Able to work under pressure and meet deadlines.		I	
> Able to handle sensitive and confidential information with good judgment		I	
> Exceptional judgement and analytical skills and experience of applying these in a demanding and fast paced environment.		I	
<b>Experience</b>	S	I	A
<b>Essential</b>	S	I	

<ul style="list-style-type: none"> <li>&gt; Substantial experience of working as a senior strategic communications advisor.</li> <li>&gt; Substantial experience of building relationships of trust with and advising senior leaders</li> <li>&gt; Strong experience of working collaboratively and in close partnership with internal stakeholders to deliver joint outcomes</li> <li>&gt; An extensive network of contacts with media, social channels, celebrities and talent agencies.</li> <li>&gt; Experience of how to positively portraying people with lived experience and provide them with an empowered role in the storytelling process</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>&gt; Experience of working in a complex organisation with an international reputation and remit</li> </ul>	S	I	
<b>Additional requirements</b>			
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>			
<b>Values in Action</b>			
<p><b>Dynamic</b> - We move forward as one team.</p> <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b> - We stand for kindness.</p> <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b> - We are open to all.</p> <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b> - We are bold.</p> <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.