
JOB DESCRIPTION

Job Title:	Director of Communications, Policy & Campaigns
Location:	London
Contract type:	Permanent
Accountable to:	Chief Executive
Salary:	c. £100k
Hours:	37.5hrs per week
Leave:	30 days holiday per annum plus bank holidays

Key Responsibilities for all Directors

- As part of the Executive Leadership Team (ELT) provide visible, accountable and inspiring leadership of this impactful, household name organisation.
- Champion and exemplify Shelter's commitment to becoming an actively anti-racist organisation.
- Lead major cross-organisational change programmes and initiatives.
- Overtly role model the behaviours that our organisational culture requires.
- Support the cross-functional team of Assistant Directors to implement organisation-wide initiatives and change programmes including the culture development programme and the embedding of our commitment to be an anti-racist organisation.
- Take collective responsibility for the internal communications cascade.

Role Specific Responsibilities

- To develop and lead the Communications, Policy and Campaigns teams enabling the creation and implementation of our strategic aims.
- To take accountability for the development of the Shelter brand and reputation through appropriate communications and media campaigns.
- Accountability for creation and effective management of the £6m directorate budget.
- Build and maintain collaborative working relationships within the directorate, with ELT colleagues, the Board and wider organisations.
- Provide the strategic development of impactful public facing campaigning and communications activity, enabling our brand and purpose to be at the forefront of the national debate.
- Create an environment where our people feel equipped and safe to make decisions and seek opportunities to learn from others.
- Lead and develop the team to fulfil their potential and to realise Shelter's vision.
- Act as Shelter's secondary media spokesperson across all channels and ensure a constant high and meaningful presence for the organisation.
- Clearly define the research agenda, led by the experiences of those who seek Shelter's help and support.
- Enable development of appropriate and change enabling campaigns and policies, both nationally and to deliver change within our local communities.
- Lead Shelter's external stakeholder relationships with politicians, civil servants, partner organisations and opinion formers to build the influencing capability of the organisation.
- Create an environment where all Shelter people and its service users are proud of and live our brand through clear and consistent communications.
- To continuously develop and evaluate our digital offering in line with Shelter's strategy.

About you

- You will demonstrate values-led leadership of a large, multi-functional team.
- You will be a strategic thinker with proven ability to create and then deliver an organisation's vision.
- You will have the ability to act as a strong and influential media spokesperson and thought leader focused on shaping the news and political agenda.
- You will have experience of working with and empowering campaigning supporters and service users.
- You will have the ability to interpret and simplify complex issues and communicate them in a compelling way to different audiences.
- You will have knowledge and thorough understanding of the need for social justice including anti-racism and the need to address inequality.
- You will have experience of effective budget management.
- You will be passionate about creating change.

Diversity Statement

At Shelter we are united by our purpose to defend the right to a safe home; our enemy is the social injustice at the core of the escalating housing emergency. We believe to win that fight; we must be representative of the people we are here to help and those who support our movement for change. In all our people decisions, we take pride in being inclusive, fair, equitable and transparent.

We have committed to combat racism both within and outside Shelter and welcome you on our journey to becoming a truly anti-racist organisation.

Other information

- All staff should adhere to Shelter's Equality Policy and will be expected to play a key role in its successful implementation.
- This post is not exempt from the Rehabilitation of Offenders Act.

Please note

This job description cannot cover every issue or task that may arise within the post at various times and the post-holder will be expected to carry out other duties from time to time which are broadly consistent with those in this document. This job description does not form part of the contract of employment.