

Director of Communications

Responsible to: The Membership of the Organisation through the Board

Responsible for: The development, delivery, and management of internal and external communications and processes.

Description of the role

To be responsible for the development, implementation, and delivery of the organisations internal and external communications strategy, working closely with the Board of Directors, contractor with communications responsibility (Stennik) and corporate members to maximise the organisation's opportunities with the media and external partners.

Responsibilities Specific to the Post

- To assist the Chair and Vice Chair persons, and the Board of Directors to develop communications strategies that will enable Road Safety GB to maximise its potential as a leader in road safety communications, training and qualifications.
- To manage and work closely with the Web and Comms team to assist in the promotion of all aspects of the organisation to raise awareness of Road Safety GB and its services to members, to corporate partners and associated industries, and to the wider public.
- To assist the Academy to develop communication models, strategies and initiatives that will promote and grow the services provided by the Academy.
- To liaise with the Executive Director to investigate and develop opportunities to maximise business potential through the communications strategies.
- To seek opportunities to work closely with the Department of Transport through the THINK! publicity team.
- To develop partnerships within the media industry to assist with promoting the organisation.
- To be available, and seek opportunities, to represent the organisation in interviews involving the media including radio and television.

- To work with members, to encourage the development of and undertaking of publicity programmes at regional and local level.
- To liaise with the Board to produce appropriate policies, procedures and position statements to ensure the organisation's communication strategy is managed effectively and efficiently.

PERSON SPECIFICATION

1. Essential Criteria

Director of Communications will:

- Have suitable and relevant high-level qualifications in road safety management.
- Have substantial experience and responsibility in the direct management of ETP services with a corporate member organisation, and in a decision-making role.
- Have substantial experience of communications and PR.
- Have suitable experience and be confident in presenting to the media and using media platforms.
- Have the written support of the employing Corporate Member organisation to perform the role of Director of Communications, or be employed directly by Road Safety GB or its agent.

2. Desirable Criteria

The Director of Communications will:

- Have a relevant qualification in communications/ marketing/ PR.
- Be able to demonstrate previous communications related successes in a road safety or other relevant industry.