# COMMUNICATIONS DIRECTOR

## JOB DETAILS

<table>
<thead>
<tr>
<th>DIVISION: Engagement</th>
<th>TEAM: Communications</th>
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</thead>
<tbody>
<tr>
<td>LOCATION: UK (Oxford / Home Based)</td>
<td>CONTRACT TYPE: Open-ended</td>
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<td>GRADE: A</td>
<td>JOB FAMILY: Communications</td>
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<td>SALARY: £50,720-£75,000 FTE</td>
<td>HOURS: 36 (flexibility considered)</td>
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## FLEXIBLE WORKING

We believe flexible working is key to building the Oxfam of the future, so we’re open to talking through the type of flexible arrangements which might work for you.

## DIVISION PURPOSE:
The Engagement division exists to inspire people with our story of radical impact, partnership, and change and to increase the number of people who share our ambitions and play an increasingly active part in their achievement.

## TEAM PURPOSE:
The Communications team is responsible for developing inspiring narrative and brand strategies, ensuring these live through all our communications and engagement activities, and leading Oxfam’s communications response to crisis and responsive moments.

## JOB PURPOSE:
To provide strategic direction and leadership in line with our feminist approach and values. To lead and support the Communications team to deliver the communications team purpose. To advise the CEO and Senior Leadership Team on senior level influencing strategies and communications risk management.

## POST HOLDER REPORTS TO

Chief Supporter Officer.

Has a direct relationship with CEO to support influencing activities and communications risk management.

## JOBS REPORTING TO THIS POST

- Head of Media
- Head of Creative Hub
- Head of Brand & Narrative
- Head of Internal Communications & Engagement
- Head of Campaigns Engagement
- Strategic Advisor to CEO

## BUDGET RESPONSIBILITY

Yes – circa 5m investment

## DIMENSIONS OF THE ROLE

- Contributes to the leadership, vision and direction of Engagement Division.
• Broad management remit with emphasis on strategic leadership, leading and/or feeding into projects across the Engagement Division, Oxfam GB and Oxfam International
• Emphasis on ensuring that Oxfam shares its radical, inspiring, story with clarity and consistency.
• Finalise departmental budgets and forecasts and contribute to corporate budget discussions.
• Resolve diverse and highly complex departmental, corporate and external problems.
• Lead communications response to challenging & complex situations
• Influence and negotiate with a wide range of people on a regular basis.

KEY RESPONSIBILITIES

• To nurture and grow a values-led and diverse team, ensuring that every individual plays a role in delivering Oxfam’s strategy, vision and cultural aspirations. This includes developing individual and team capabilities through pro-active performance management and supporting Oxfam GB (OGB) to attract, motivate and grow our staff.
• To demonstrate leadership on strategies and Engagement activities in line with Oxfam’s Racial Justice Framework and Equalities Strategy
• Lead the development and delivery of the Oxfam story and brand strategies, ensuring the active participation of multiple stakeholders, including staff, volunteers & partners.
• Collaborate and influence across the division and wider Oxfam GB organisation, to ensure that Oxfam remains high profile & relevant, delivering impactful public campaigns that lead to greater movement building and mindset change.
• Ensure that Oxfam builds its influence and profile across a range of media, and lead efforts to manage our reputation
• Drive excellence in internal communications to help all staff understand Oxfam’s work and the progress being made, as well as driving overall staff engagement.
• As part of the Engagement Leadership Team, contribute to organisational strategy as well as the effective management of Oxfam GB

PERSON SPECIFICATION

Most importantly, every individual at Oxfam GB needs to be able to:

• Live our values of INCLUSION, ACCOUNTABILITY and EMPOWERMENT.

• Ensure you commit to our THREE ORGANISATIONAL ATTRIBUTES:

1. BE COMMITTED TO EQUAL OPPORTUNITIES: DEMONSTRATING SENSITIVITY TO CULTURE DIFFERENCES AND GENDER EQUALITY.
2. BE WILLING TO LEARN AND APPLY GENDER MAINSTREAMING, WOMEN’S RIGHTS, AND DIVERSITY AND INCLUSION ACROSS ALL ASPECTS OF YOUR WORK.
3. BE COMMITTED TO UNDERTAKING OXFAM’S SAFEGUARDING TRAINING AND ADHERING TO RELEVANT POLICIES, TO ENSURE ALL PEOPLE WHO COME INTO OXFAM ARE AS SAFE AS POSSIBLE.

• Ensure you actively ADOPT OXFAM’S FEMINIST LEADERSHIP APPROACH and applying the principles and twelve practices in your work. Read more about this here:

Read this guide to find out more about what our values, organisational attributes and feminist leadership approach mean for how we work <LINK TO BE ADDED FOR APPLICANTS>

For this role, we have selected most relevant feminist Leadership practices for this role (which you can read more about here):

• Self-Awareness
- Strategic Thinking and Judgment
- Mutual accountability

**EXPERIENCE, KNOWLEDGE & COMPETENCIES**

**Essential**

- An inspiring, collaborative leader that encourages integration and supports their teams to succeed.
- Experience managing performance of others and helping people to develop, grow and achieve their potential, including increasing diversity and inclusion in teams and/or workplaces, and creating positive change in work culture, processes and practices. Lived experience(s) or evidence of learning/taking action on anti-racism and inequalities.
- Track record of success in designing and delivering ambitious story and brand strategies, based on deep audience understanding. Expert understanding of the role of storytelling in creating change.
- Experience of public campaign design & development and its role in inspiring audiences and shifting mindsets
- Significant experience of media management, crisis & responsive communications. Experience in working effectively to very tight deadlines and in high pressure situations.
- Significant experience of digital communications
- Outstanding communication, influencing, negotiating and facilitation skills, both written and verbal to build credibility with diverse audiences.
- High level strategic planning and analytical skills with the ability to solve complex situations
- High levels of curiosity & external awareness.

At interview, shortlisted candidates will also be assessed on our values and organisational attributes, as outlined above.

**Safer recruitment:** All offers of employment are subject to satisfactory references and appropriate screening checks (which can include counterterrorism, safeguarding and criminal records checks). You can find out what this means during the change process here and how this will work here<will link to a guide where they can understand the process in full>. **DBS CHECK REQUIRED No**