

# Head of Communications

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Dear Candidate,

Thank you for your interest in the Head of Communications role at What Works for Children's Social Care (WWCSC).

Every year over 700,000 children and young people, and their families, have contact with the children's social care sector. Changes in how the sector supports these children and their families can have hugely significant effects that resonate throughout their lifetimes.

The Government's reform programme is increasingly giving control over how services should be run – along with accountability for the results – to the practitioners and practice leaders who are closest to children, young people and their families. Local authorities up-and-down the country, supported by a range of other organisations, are using that freedom to try different ways of designing and delivering children's services.

With so much innovation taking place – and so much potential for change – the sector needs an independent organisation to look across all of this work and systematically develop the evidence base on what works, for whom, under what circumstances, and how. This is the best encapsulation of the What Works mission – to collect the best evidence on what we already know, work with the sector to prioritise the many questions that remain unanswered, fund research, and determine how best to make evidence relevant and accessible to decision makers.

What Works for Children's Social Care is the largest funder of children's social care research in England. Our ambitious research agenda is seeing a growing number of evaluations being carried out to help improve the lives of young people and their families. We are now seeking a Head of Communications to ensure that our research has the maximum impact for children.

Reporting to the WWCSC's Director of Policy, the post holder will have a key role in ensuring that the research we produce reaches our target audiences. By developing and implementing the communications and marketing activity for the Centre, this role presents an exciting opportunity to make a real difference. WWCSC is a young and agile organisation, and you will have the opportunity to innovate and shape the organisation's communication's strategy to ensure future growth and success.

Thank you for your interest and I look forward to hearing from you.

**Eleanor Briggs**

Director of Policy, What Works for Children's Social Care



## The Role

This crucial role is responsible for leading and implementing communications and marketing activity for What Works for Children's Social Care (WWCSC). Promoting participation in research and encouraging the use of evidence in practice are central to the organisation's mission to improve outcomes for children and families with a social worker. Together with a small team of communications professionals, you will work closely with colleagues from all areas of the organisation, as well as external partners, to bring our work alive and ensure it has maximum impact. As part of a small and agile organisation, you will have the opportunity to shape our communication strategy for the future.

You will report to WWCSC's Director of Policy, but will work closely with the entire senior management team, providing expert advice on all matters relating to communications. Specific tasks will include but not be limited to:

- Developing and implementing the strategic communications plans for WWCSC and its projects - covering web and social media, media relations, events and publications - based on a solid understanding of the target audiences, the sector, policy priorities and current affairs;
- Working closely with the Research, Programmes, Practice and Policy teams to ensure lessons, stories, outputs and outcomes are captured and shared in the most appropriate and effective ways;
- Overseeing the management and updating of the WWCSC website and social media channels, in partnership with other relevant workstreams;
- Managing and overseeing the production of high-quality, engaging materials, such as reports, presentations, printed materials, podcasts and blogs, working with external agencies as appropriate;
- Overseeing the delivery of our webinar and events programmes, including suggesting topics, drafting content and advising on delivery;
- Supporting the senior management team in the development of new programmes of work;
- Advising the Research, Programmes, Practice and Policy teams on issues relating to communications and engagement;
- Developing and delivering a proactive media engagement strategy, identifying potential opportunities and risks and responding to requests from sector and national media;
- Leading and overseeing the evaluation of key communication objectives to review the success of the team's activities and functions;
- Developing effective working relationships with key partners and stakeholders, including the Department for Education and relevant media contacts;
- Managing a small team of communications professionals.

## The Person

- Proven experience of marketing and communications skills gained in a similar role;
- Able to successfully manage a wide range of relationships, especially public, third sector and research organisations;
- Strong experience and proven ability in producing content for a range of audiences and purposes;
- Creative problem-solving skills, and ability to quickly gather and assess relevant information and act



decisively as a result;

- Excellent project management skills;
- Experience of managing a team;
- Able to work across a range of projects;
- Financial management skills and attention to detail - with previous experience managing a budget (desirable);
- An adept and confident networker with strong influencing skills;
- Experience of managing third party creative agencies to produce marketing materials;
- Experience of managing a website and generating content for social media channels;
- Significant experience working with the media;
- Knowledge of the children's social care sector (desirable);
- Experience of working in a research organisation (desirable)

## Initial Terms and Conditions of Appointment

- **Remuneration:** Circa £50k plus excellent benefits
- **Time Commitment:** Full time role (37.5 hours per week)
- **Location:** Central London. Travel around England may be required occasionally
- **Term:** Permanent
- **Other:**
  - Reports to WWCS's Director of Policy
  - This role is not a public appointment.

## How to apply

To apply, please send your CV and a supporting statement outlining clearly how you meet the above criteria to [hr@whatworks-csc.org.uk](mailto:hr@whatworks-csc.org.uk), citing "WWCSC Head of Communications" in the Subject of the email.

Deadline for applications: 5pm, Wednesday 2 February, 2022

Interviews will take place in the week commencing 14th February.