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**Council for Licensed Conveyancers**

**Job Description**

**Job Details**

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| Job Title: | Communications Manager |
| Department: | External Relations  |
| Reporting to : | External Relations Director |
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| Grade  |  TBC |
| Salary | Dependent on experience |
| Job Ref: | CM/CLC/1 |
| Date: | 22nd March 2017 |

**Job Context and Purpose**

The Council for Licensed Conveyancers is an independent regulator of property lawyers covering all regulatory functions including setting standards, monitoring and investigation, complaints and disciplinary matters, licensing and enforcement.

The organisation needs a small, committed and flexible workforce to ensure that it meets the high level of performance it sets for itself. To that end all staff are expected to cover the various aspects of CLC's role in a competent, helpful and professional manner and to appreciate that their focus may change depending on workflows to enable us to provide the high levels of consumer protection and level of service to the regulated community in which we take pride.

The Communications Manager has a broad role at the front line of the CLC’s relations with the regulated community and stakeholders in the legal sector, Westminster and beyond. They are responsible for developing and delivering high quality communications with impact across all of the CLC’s channels. This includes the CLC’s digital estate, press relations and public affairs.

The post holder will report directly to the External Relations Director and will need to work closely with colleagues across the organisation and Council Members as well as partner organisations.

The Communications Manager will deputise for the Director of External Relations and represent the CLC at internal and external meetings with stakeholders and delivery partners. They will be in daily direct contact with journalists, colleagues in other legal services regulators, civil servants and politicians, and service delivery partners (education providers, researchers).

This is a full-time role based at the CLC’s offices in central London. However, travel to various locations to fulfil the needs of the role will be required.

**Key Areas of Responsibility for Job Holder**

**Digital platforms**

Develop and maintain the CLC’s website, including a thorough review of structure and content in 2017.

Develop a new digital strategy in collaboration with the Director.

Deliver and evolve the CLC’s digital strategy, keeping abreast of developing best practice and on the basis of monitored performance.

**Messaging and content**

Maintain and implement the CLC’s messaging framework, guiding colleagues in its use.

Develop and deploy content for all of the CLC’s channels: advertising, PR, website, social media, direct communications and face to face activity.

Ensure the CLC is meeting the requirements of its Publication Policy and maintaining high standards of transparency.

**Stakeholder relations**

With the Director, develop and deliver a programme of key stakeholder engagement and develop the CLC’s influence across the sector.

**Research**

Work with colleagues across the organisation to develop a programme of research and data collection to support the functions of the CLC.

Oversight and management third-party delivery of research projects for the CLC.

**Management Information**

Develop and maintain a comprehensive system of reporting management information on communications activities and prepare internal reports and papers for the Council.

**Expectations of Employee**

* To drive a culture of high quality delivery across the CLC, through effective performance management as required, mentoring and motivating staff to deliver outstanding results;
* To manage and work with other members of the team as required and liaise with members of other departments and senior management team as appropriate to achieve the objectives of the CLC as a whole;
* To work in multi- disciplinary teams and with Council to ensure the best position for CLC is achieved;
* To report and advise both orally and in writing as required;
* To understand the ramifications of data protection and apply the principles to all working practices within the CLC;
* To continually work to ensure the CLC maintains its position as a leading specialist regulator including advising on and implementing appropriate process changes;
* To undertake all aspects of the job at all levels, to work with and cover other departments as required to ensure the smooth running of the CLC;
* Professional, courteous and informed communications in all media externally and internally.

**Person Specification**

**Essential**

**Knowledge and Experience**

* Education to degree level or equivalent experience;
* Demonstrable success delivering effective communications across a broad range of disciplines
* Ability to acquire knowledge which is required to operate effectively in the role including:
1. Ability to develop a good understanding of the CLC’s regulatory framework including the Code of Conduct and all relevant supporting documents;
2. Ability to understand the stakeholder community and anticipate their needs;
3. An ability to develop specialist knowledge of the legal disciplines regulated by the CLC;
4. To present the CLC’s regulatory framework in a way accessible by all types of people.
* Ability to influence and negotiate with key external stakeholders;
* Ability to support and challenge internal colleagues, with self-confidence and a commitment to helping others meet shared goals;
* Ability to research, analyse and evaluate large volumes of information and interpret complex legal information, to identify key issues, make balanced judgments and take appropriate action;
* Proactive, flexible approach, identifying and taking forward opportunities, shaping new ideas and developing productive partnerships both internally and externally;
* Proven ability to improve processes and create procedures within the areas of responsibility;
* Experience of working and building positive relationships with a complex range of external stakeholders whilst at the same time working with and influencing senior management teams and boards;
* Ability to prioritise workload and meet tight deadlines.

**Skills and Personal Qualities**

* The ability to communicate clearly and concisely, both orally and in writing including an ability to prepare papers, presentations and speeches and deliver them where necessary;
* Good interpersonal skills including the ability to deal effectively with stakeholders and their legal representatives and with distressed or angry customers;
* Working knowledge of IT and in particular word processing in Microsoft Office;
* Planning and time resource management skills;
* High level of attention to detail;
* Good written and verbal communication skills;
* Ability to develop and maintain positive working relationships with colleagues and external partners;
* Ability to manage and prioritise your workload to ensure that the CLC objectives are achieved;
* Ability to manage and prioritise your workload and the workload of the team under pressure to ensure that the CLC objectives are achieved;
* A proactive, self-starting attitude;
* A team focused and collaborative approach;
* A clear understanding and commitment to equal opportunities and diversity;
* Good judgement;
* Ability to deal with sensitive matters on own initiative;
* Demonstrable ability to extract the core issues quickly from a mass of information in different media;
* Flexible and professional approach.

**Desirable**

**Knowledge and Experience**

* Experience of working this type of role in any sector, in public or not-for-profit sector;
* Experience in the sphere of professional regulation;
* Experience of government or working in public affairs.