



ROYAL NAVAL ASSOCIATION

Communications Manager - Job Description

November 2022

About the Royal Naval Association

The RNA is a rank-blind membership organisation primarily for serving and former serving RN personnel who are proud of their Naval Service. With our central tenets of Unity, Loyalty, Patriotism and Comradeship, we seek to maintain the naval ethos and enjoy sharing experiences with like-minded people, while supporting each other when needed. The RNA was established in 1950 and was recognised with a Royal Charter in 1954.

The role of the Communications Manager is critical to the effectiveness of the RNA in achieving the objects of the Association. The unique selling point of the organisation is camaraderie, and along with social events and welfare support, communications is a key element of achieving that comradeship. The Association is seeking to recruit an experienced, well connected and flexible Communications Manager. The successful candidate will ideally have strong traditional and digital communication skills, stakeholder management and Public Affairs expertise, and will be empowered to deliver their outputs.

Job Details

- Job Title: Communications Manager (CM)
- Location: RNA Central Office, HMNB Portsmouth (occasional travel and overnight stays may be necessary to support events around the UK)
- Status: Full-time 37.5 hours a week
- Salary range: £31000- £33000 (depending on skills and experience)
- Benefits: 10% employers pension contribution
- Holiday: 30 working days plus Public/Bank holidays
- Reporting to the Chief of Staff

Overall Purpose

The role of the Communications Manager is to contribute to the delivery of the Objects of the Association as incorporated by Royal Charter and increase the RNA's impact by developing and delivering the Association's communications, perception, engagement and influencing work with key internal and external stakeholders.

Role Overview

- Responsible to the General Secretary (GS) / Chief of Staff (COS) for the delivery of the Communications, Marketing and Promotion plan.
- The CM is responsible for the day-to-day preparation, management, and delivery of the RNA's communications both internally and externally.
- Working closely with the GS, COS and other Central Office staff, the CM will develop communications and engagement campaigns in pursuance of the RNA's strategic objectives including, but limited to, recruitment and retention.
- Acting as the key link between the RN Communications team and RNA membership to keep Shipmates informed.



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Role Responsibilities

- Line management of the Internal Media Coordinator (IMC) and Engagement and Influencing Coordinators (EIC).
- Responsible to the COS for the annual review of the Communications, Marketing and Promotion plan and branding and identity Guidelines.
- Building on and strengthening the RNA's capacity to engage proactively with all types of media. Including developing media contacts, preparing and issuing press releases and managing other media activities.
- Managing the content on the RNA's website and social media channels.
- Liaising with appropriate media outlets in areas where the RNA has an interest.
- Developing and maintaining Communications relationships with RNA's stakeholders and other organisations.
- Maintain data in relation to communications output to enable interrogation and reporting.
- Editorial oversight of the IMC's production of the of the weekly Semaphore Short and monthly Semaphore Circular.
- Contribute to and operate within the annual allocated comms budget, including Market Give Aways.
- Establish and maintain a close working relationship with the Printer and Graphic design leads.
- Overseeing the EIC in the commissioning of marketing material, working with the brand keeper/graphic designer and printers.
- Assisting the General Secretary and COS in producing the RNA's Annual Trustees Report.
- Representing the Association externally as required.
- Coordinate production of the annual RNA Yearbook and Impact Report.

General Responsibilities

- Conducting specific activities outside of the immediate CM role as directed by the COS.

Skills and Knowledge

Essential

- Strong communication skills, both verbal and written, together with a courteous, flexible and helpful approach to engaging with people at all levels (a short example of written work will be required from those invited for interview).
- Ability to work on own initiative without supervision, and to work under pressure to meet tight deadlines.



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- Knowledge of how policy and legislation are developed and implemented and how to influence these processes.
- Strong project management skills, and an organised approach to work, with a high level of accuracy and attention to detail.
- Ability to manage a diverse workload, prioritise tasks, and deliver work to agreed deadlines.
- Ability to take the initiative, be creative, and to come up with original ideas.
- Strong IT skills, including Microsoft Office (Word, Excel, Outlook, and PowerPoint), social media and associated monitoring tools, and a website publishing programme (eg WordPress).
- Excellent inter-personal skills and good team working skills.
- A respect for the Royal Navy and an appreciation of its traditions, characteristics and workings.

Desirable

- Experience of working as a communications or public affairs officer.
- Awareness and understanding of the role of charitable trusts and foundations
- An understanding of, and empathy with the work of the Service Charities.
- Media contacts in the third sector and across Defence Communications.
- Good contacts within Navy Command, in particular the Communications Division.

Personal Attributes

- Integrity
- Intellect
- Sound work ethic
- Determination
- Flexibility
- Cultural and inter-personal awareness and sensitivity
- Initiative, subtlety and the ability to work collaboratively

How to Apply

We invite interested candidates, who meet the requirements, to email their applications to admin@royalnavalassoc.com Applications must include:

1. A covering letter explaining how your skills and experience fit the role.
2. A CV (no more than 2 sides of A4) specifying your qualifications, education and relevant work experience.

The General Secretary, Bill Oliphant, would be happy to discuss the position with prospective applicants. This can be arranged through the email address given above.

Closing date: Tuesday 22 November 2022

Interviews will take place on Tuesday 6 December 2022