

**Army Cadet Force Association
Job Description**

Job Title:	Head of Army Cadet Media and Communications	Position Type:	1 FTE. Permanent contract
Department:	Army Cadet Media and Communications (CMC)	Level/Salary Range:	B3 £34,510
Responsible for:	Leading a small team and the planning and delivery of all aspects of Army Cadet media and communications, both internal and external	Special requirements:	Occasional requirement for: <ul style="list-style-type: none"> • Travel within the UK • Work at weekends / outside of office hours
Reporting to:	Deputy Commander Cadets		
Location:	Cadets Branch, HQ Regional Command, Queen's Avenue, Aldershot GU11 2JN		

Purpose of the Post:

- An exciting opportunity has arisen for a new Head of Army Cadets Media and Communications to join the team in Aldershot. You will assist and support the Deputy Commander Cadets in supporting and promoting the cadet experience by developing and delivering a wide-ranging national programme of promotional activity for the Army Cadet Force (ACF) and the Combined Cadet Force (Army) (CCF(A)). The role has two direct reports: a Communications Manager and a Social Media and Content Manager
- The primary objectives of our media and communications strategy are to:
 - Maintain the positive reputation of the ACF and the CCF(A) across a wide range of internal and external stakeholders.
 - Deliver effective and timely:
 - External communications to the marketplace.
 - Internal communications to the adult volunteers of the ACF and CCF(A) who plan, organise and deliver cadet training, and also other internal stakeholders.
 - Provide effective high-level support to assist in the recruitment of sufficient and suitable adult volunteers and cadets.
 - Provide professional support to aid internal communications.
 - Demonstrate the value and relevance of the ACF and CCF(A) to help retain and extend the current level of financial and other support from Defence, local communities and key stakeholders.
- You will have:
 - The ability to work effectively as part of a broader team within a complex, multi-site organisation and to engage with a broad range of external partner organisations.
 - A good record in planning and delivering communications and marketing. Experience of PR and relating to the media, experience in social media management, in planning and managing events and the ability to engage and inspire a wide range of stakeholders would be useful.
 - The ability to manage a small team, to share workload effectively and to cover their roles when absent.
 - The ability to work with a range of internal and external team members to plan and deliver the right media and communications support
 - Flexibility in working times and days owing to the need to work with a voluntary organisation. You would be expected to be able to work with minimal supervision.
 - Ideally you will also have experience of producing and proofing copy for a range of communications and marketing materials and be familiar with making the best use of corporate brand identity guidelines.

Principal Responsibilities:

Internal communications

- Building and driving clear communications strategies and plans to meet Army Cadet goals.
- Building campaigns that drive ongoing engagement with Army Cadets.
- Analysing campaign performances and applying improvements where required.
- Experience of keeping key audiences appraised of new developments.
- Liaising with key members of the Cadets Branch team to help in planning and delivering internal communications.

Web and Social Media

- Developing and maintaining an effective social media strategy with the Social Media and Content Manager.
- Monitoring and guiding central digital media channels, social media platforms including, but not limited to, Twitter, Facebook, Instagram and YouTube (reviewing and delivering content, agreeing social media advertising plans and ensuring SEO best practice is considered when writing for the websites (armycadets.com and combinedcadetforce.org.uk))
- Monitoring all social influencer programmes and helping to build mutually beneficial long-term relationships.
- Empowering and partnering with regions and affiliates to engage with influencers and deliver timely and relevant high impact content.
- Providing training and support for ACF volunteers in managing their local websites (the ACF website includes 55 ACF county websites run by volunteer Public Relations Officers).
- Working with external agencies on projects as required.

Print and Digital Media

- Acting as the lead editor for the new Army Cadets print magazine and electronic magazine. The magazine is published three times p.a.
- Overseeing the creation, redesign and review of template leaflets, brochures and display materials for the ACF and CCF(A) online brand centres.
- Monitoring e-newsletter and website performance.
- Working effectively with both internal departments and a select range of agencies to deliver digital and print materials and marketing services.

Media management

- Monitoring and advising on responses to media enquiries, ensuring permissions to film and liaising with the internal stakeholders and the film companies involved.
- Leading on the development and delivery of national, proactive media stories.
- Providing professional advice and support to the ACF's network of volunteer Public Relations Officers (PROs), and working with the ACF PR Advisory Team to deliver the annual PRO Conference and other key events.
- Taking an overview of video production and photography, including the ACF and CCF(A) image libraries.

General

- Reporting as required.
- Acting as a brand guardian to ensure the ACF and CCF(A) brands are consistently applied across the two disparate national organisations.
- Deputising as necessary.

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> ▪ A recognised qualification or proven success in communications and / or marketing. ▪ Hands on digital marketing / communications experience ▪ Evidence of continuing personal and professional development. 		Application form, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> ▪ Knowledge of contemporary marketing and communications practices. ▪ Familiarity with the use of social media to achieve marketing and communications objectives ▪ Familiarity with A/B testing, multi-variate experiments and other website performance evaluation techniques. ▪ Understanding of Customer Relationship Management (CRM), segmentation, list management and e-newsletter production. ▪ Experience of working with partners, internally and externally. 	<ul style="list-style-type: none"> ▪ Experience of line management ▪ Experience within the charity or not-for profit sector ▪ Knowledge of the youth environment ▪ Knowledge of the uniformed cadet forces ▪ Experience / understanding of internal comms ▪ Understanding of the Armed Forces. 	Application form, interview, references
Skills and ability	<ul style="list-style-type: none"> ▪ Planning and organisational ability. ▪ Excellent written and verbal communication skills. ▪ Meticulous attention to detail with good copy editing and proof reading skills. ▪ Ability to work on own initiative to agreed objectives. ▪ Demonstrable experience of delivering a wide range of media and comms materials to a high standard. ▪ Strong editorial and project management skills. ▪ Effective IT skills (MS Office and management of website CMS). ▪ Demonstrable success in establishing effective working relationships. ▪ Enthusiasm, flexibility and innovation. ▪ Personal credibility and confidence. ▪ Discretion and sensitivity. 	<ul style="list-style-type: none"> ▪ Information gathering and analysis skills 	Application form, interview, references