



# Working at Coin Street

Job pack

# Creating an inspirational neighbourhood

Some use our nursery, our sports pitches or have attended conferences in our neighbourhood centre. Others live or work on our South Bank site. But most of the thousands of people who pass through the Coin Street site every day don't even know we exist.

That's a shame. Because our story matters.

It's a story about inclusiveness and diversity. About culture, community, and commercial success. About how we work together to create an inspirational neighbourhood - today, tomorrow, and forever.



**BE PART OF IT**

# What we do

We provide the opportunities and spaces for people to lead their own change. Our activities are wide and far reaching. From giving families and children the best start in life through our childcare and family support, to creating and maintaining high quality live, work and play spaces on land which we own.

We promote enterprise, creativity and lifelong learning whether that's through providing employment, volunteering opportunities, nurturing enterprise or delivering programmes and activities.

We provide housing that supports our community; we champion co-operative housing and influence local and national housing policy. From sports and dance to healthy eating and gardening, we offer a range of facilities and activities accessible to everyone to support health and wellbeing in our community.

We are conscious that our neighbourhood is a small part of a global community and that we all need to work together to tackle the challenges faced by the earth and all who live on it.



**CREATE**

## JOB DESCRIPTION

<b>ROLE:</b>	<b>STAKEHOLDER COMMUNICATIONS MANAGER</b>
Reports to:	Director of Communications & Engagement
Direct reports:	None
Contract details:	Full time, 35 hours per week, permanent
Salary:	£37,000 per annum

## ROLE SUMMARY

Lead on building relationships and networks with a range of key external stakeholders. Developing strategies to influence, shape and achieve policy outcomes which support Coin Street's objectives. You will lead on managing our relationships with politicians, decision makers and external organisations, playing a key role in developing our stakeholder communications programme and identifying opportunities to improve engagement.

## TEAM OVERVIEW

This is a new role within the Communications team of eight team members. You will work closely with Group Director, Leadership Team and the Communications and Media Manager. This is an exciting opportunity to shape Coin Street's first public affairs role.

## KEY ACCOUNTABILITIES

1. Develop and shape our public affairs work through monitoring, bringing together intelligence, supporting digital tactics, drafting policy responses and research as well as advising on the best course of action to engage with decision makers.
2. Work with key sector stakeholders and internal teams to support a broad public affairs plan and support teams to connect stakeholder relationships that are held across the organisation and to build effective relationships with other organisations, parliamentarians and civil servants.
3. Shape public affairs strategy at a project level, ensuring that plans deliver against the influencing goals of the project; evaluating effectiveness of the strategy and adjusting as required.
4. Monitor the shifting policy and political landscape, advising colleagues on opportunities and risks for Coin Street.
5. Lead on the design and implementation of a focused and effective influencing strategy, working closely with project and campaign leads and supporting leaders.

6. Participate in development of the wider communications strategy, contributing tactical and creative ideas around implementation of public affairs plans
7. Help to secure high level meetings, brief key staff and action team members in advance, attend as appropriate and ensure follow up actions are completed.
8. Develop and disseminate high quality materials that support accessibility and adhere to brand guidelines
9. Create regular policy briefing documents, monitor and respond to parliamentary activity that is relevant and keep good records of our relationships with stakeholders, ensuring GDPR compliance and that informed consent is obtain if required.
10. Support colleagues and community leaders to draft consultation responses where relevant and work with colleagues to support their capacity, understanding and use of public affairs assets.
11. Create awareness of potential reputational risks and proactively develop appropriate protocol or messaging.
12. Grow digital campaigns that are linked to public affairs opportunities, building our reach and engagement with key audiences, supporting on email campaigns and analysing and reporting on campaign response and ensure learnings are applied for future campaigns.
13. Act as a brand ambassador for the whole organisation.
14. Provide training to key members of staff to upskill colleague and undertake any other reasonable duties as required by line manager.
15. Undertake any other reasonable duties, as may be required from time to time, as consistent with the scope of this role.

## GENERAL REQUIREMENTS

To comply with Coin Street's Diversity, Equality and Inclusion policy.

To comply with Coin Street's Health & Safety policies.

To comply with Coin Street's Safeguarding policies.

To comply with Coin Street's IT policies and procedures.

To promote an organisational culture that reflects Coin Street's values:

- *Creative: By looking for solutions rather than problems I will find better ways of doing things*
- *Collaborative: By respecting the views of others we will learn, grow, and achieve more together*
- *Committed: I do what I say I am going to do, and do the best job I can.*

## PERSON SPECIFICATION

### KNOWLEDGE & EXPERIENCE

1. Relevant experience in a similar role e.g. working as part of an organisation with multiple and diverse stakeholders.
2. A track record of designing and delivering effective public affairs influencing strategies and developing and maintaining relationships with influential stakeholders to further campaigning objectives
3. Strong understanding of parliamentary processes and opportunities to influence them with proven ability to craft messages that land across multiple communications channels
4. Understanding complex policy issues and their relevance to an organisation, with strong political instincts and strategic awareness

### SKILLS & ABILITIES

5. A personal commitment to and enthusiasm for Coin Street's ethos and mission
6. Ability to influence to achieve specific policy and campaign objectives
7. Persuasive communicator, in person and in writing
8. Ability to evaluate projects, interpret data and research and produce reports or presentations that evidence impact
9. Self-motivated with the ability to work autonomously and on own initiative
10. Flexible approach and commitment to achieving results and motivated by working to targets. Willing to work and attend stakeholder events and meetings on weekends and evenings when required

# What we can offer you (the highlights)

## REWARD AND PROTECTION

### Annual Holiday

27 days leave per year excluding bank holidays.

### Pension Scheme

Coin Street will contribute 5% to your pension if you contribute at least 3%.

### Life Assurance

Death in service (3 x salary) and Income Protection.

### Company Sick Pay

8 weeks at full pay and 5 weeks at 50%. Offered after 6 months and increases after 5 years

### Flexible working

Where we are able to, flexible working and hybrid working location

### Staff Socials and Inset Days

Staff information and team building days, plus plenty of social opportunities

### Training & Development

A commitment to training & development for all staff with regular progress & support reviews with your manager.

### Wellbeing

Mental wellbeing - webinars, courses, mediations, therapy session. Free gym membership at Colombo Centre.

### Staff Discounts

Discounts available from wide range of retailers and service providers for shopping, dining, experiences, car maintenance, study, etc.

### Nursery Discount

15% discount on nursery fees for nursery staff whose children are enrolled in Coin Street Nursery.

## LIFESTYLE

