



COMMUNICATIONS MANAGER

Candidate Brief 

June 2022



MORDEN COLLEGE

Interesting People Living Life to the Full



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WELCOME



**Welcome, and thank you for your interest in being our first
Communications Manager.**

For so many reasons this is a seminal moment for the care sector in our country; and in this respect our Charity, Morden College, is no exception. The Charity exists solely to provide homes, care and support for older people in financial need. For all our older people we strive to achieve no more than a happy, fun, rewarding, and safe living at Morden College, in short a Good Life throughout and until the end of their lives.

The successful candidate for this role will join us as we emerge from a period of significant change; and by implication a moment of huge opportunity also, not only for the Charity, but also for the older people who we support. We learned so much as we journeyed through the coronavirus pandemic. Morden College is thinking differently. It is exciting. And we are ambitious, not necessarily to be the best, but to stand alongside the best providers of care and support for older people. This role, Communications Manager, which is new to our structure, is among our most important leadership roles; the right individual in it will potentially play a pivotal role in transforming how we look after older people and how the Charity engages externally, with partners, the public, and at a national level; and the individual will be central too, to bringing about a change of culture within our community of residents and staff, one that is underwritten by the Charity's values: Respectful, Compassionate, Accountable, Progressive.



I am immensely proud of what the College has achieved, which includes very recently opening a stunning new centre, the John Morden Centre, a beautifully designed, tactile and innovative space for older people to spend time in, to socialize and enjoy a wide range of facilities and activities. The centre epitomises our desire to bring older people together in friendship.

We have a rich heritage, and we have a great story to tell. I hope you may be inspired to be the one to help us tell that story, and build upon it.

David Rutherford-Jones CB

Chief Executive



ABOUT MORDEN COLLEGE



Introduction

Morden College is a Charity dedicated to supporting older people.

Founded in 1695 by the pioneering merchant, Sir John Morden, the College has been at the forefront of enriching older people's lives for more than 300 years.

Today our core purpose is to provide older people who are in need with a home for life, to support them as they grow older, and to provide care services, including residential care and residential nursing care, if the need arises.

We are a strong community, committed to enabling the older people we support to have the highest quality of life, for the rest of their life.



What we do

Morden College spends a little over £11 million each year, and offers three types of **residential care accommodation** as well as financial assistance:

Independent living accommodations

comprising 245 units around Blackheath and Beckenham

The Quadrangle:

35 flats that offer independent living accommodations with hotel services

Cullum Welch Court:

A registered 24/7 **residential care home** with nursing and a dementia unit

Limited Financial Assistance

for older people who are either living at the College or somewhere else, taking the form of either single grants or continuing annual grants.

John Morden Centre

The College recently opened the John Morden Centre, which offers a range of community facilities for residents from across all our sites.





Our ethos – The Morden College Way

We work and live with the common aim of treating others as we ourselves wish to be treated

We are courteous, forgiving and generous, and preserve the privacy and dignity of others

We pass the time of day with one another

We listen to what others have to say, encouraging people to speak for themselves

We are careful not to assume people cannot do things for themselves

We care about how we look and how we appear to others

We are patient, realistic, gracious and always helpful

We are interesting people of integrity, living in community, for the good of all





Our strategic aims

Enable a life lived in independence.

Most of our current beneficiaries live in homes the Charity provides. In future our beneficiary population will expand to other older people living at home in our local communities. Our approach is to encourage independence in living for as long as individuals and couples are able to live independently. However, we recognise that increasingly, as people live longer, some will need more support than the Charity currently provides.

Provide care through life until the end of life.

Morden College recognises that it is no longer as simple as being an almshouse providing homes for older people, which is how the Charity was founded. For some time, the Charity has offered its beneficiaries care services: Domiciliary Care in Blackheath only; Residential Nursing, Dementia and End of Life Care for all; GP services and access to a range of exercise classes, physiotherapy, and other therapies for all; subsidised Chiropody, and oversight across all the community by a health and wellbeing team. We will continue to provide care through life until the end of life; however, we are conducting a full review of all these services to identify where the priorities lie in future, and adjust as necessary.

Grow the College community into our local community.

Sir John Morden's Charity has provision for an outreach scheme. Currently this is about providing a pension top up for older people in need, throughout the Nation and for some expatriates living in Europe. We do not know these people; they are selected through agents. In future we intend to change the focus of our outreach scheme, to being one more locally based. In effect the Charity will be expanding the community of the College into our local community by reaching out to older people who need support and wish to remain living at home.

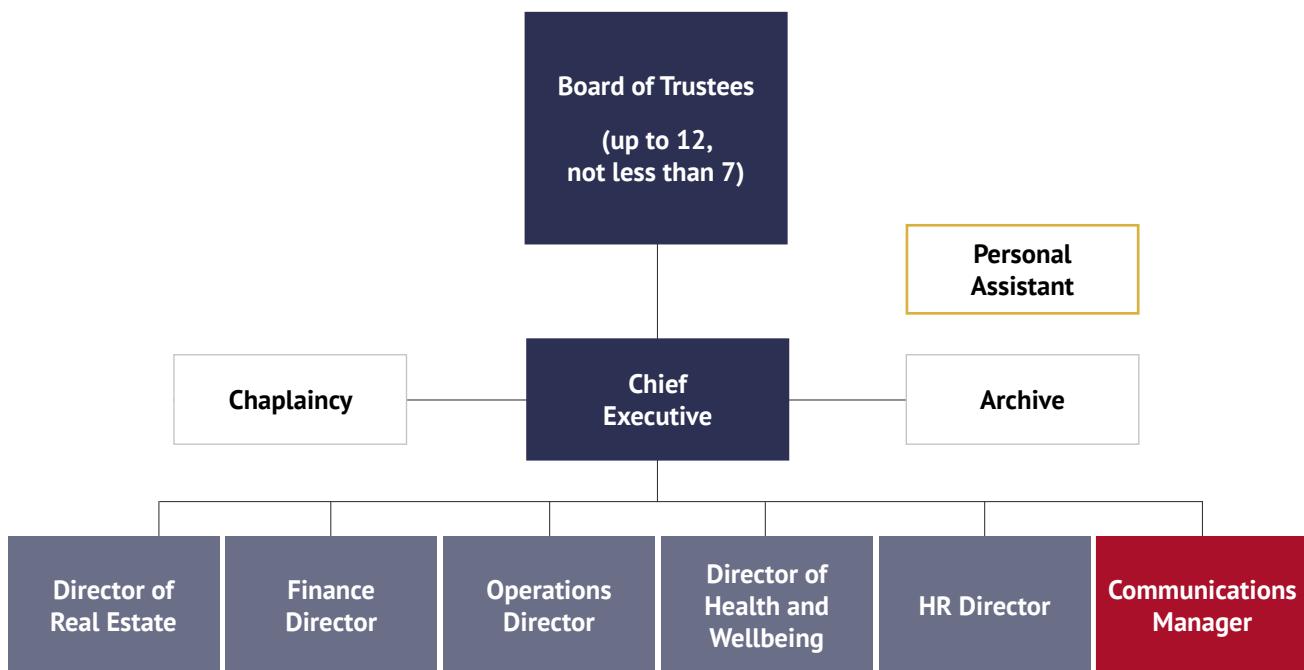
Sustain Sir John Morden's Charity for another 300 years.

The Charity is strong financially, the result of 300+ years of competent stewardship. Sir John Morden, we assess, wished his Charity to last in perpetuity, which is why he endowed the trust well, and permanently. Currently, other than the refocusing the Charity's outreach scheme, which will increase overall beneficiary numbers, we have no plans for major expansion. Rather one of our themes in the next few years is consolidation, a part of which is to ensure Sir John Morden's Charity survives another 300 years +.



ORGANISATIONAL CHART

Head of HR





JOB DESCRIPTION

Job title: Communications Manager

Salary: £40,000 – £50,000 full time equivalent

Hours per week: 28/35 hours

Location/department: Chief Executive's Office

Reports to: Chief Executive

Direct Reports: N/A

Budgetary Control: Yes

DBS Disclosure: Enhanced

Date Prepared: June 2022

Job summary/purpose

1. To create, lead and deliver the Charity's communications, marketing, and PR strategies in order to enhance internal and external communication.
2. To enhance the reputation and profile of Morden College in the wider community and keep employees and stakeholders fully informed.
3. To ensure effective promotion and understanding of the College services, working closely with the Board of Trustees and Senior Leadership Team to identify opportunities to increase reach and influence.
4. To be the communications, marketing, and PR specialist at Morden College, including to manage the College website and social media profiles.



Values and behaviours

The following are the values that Morden College wishes staff to adhere to in their daily working life. To be:

Respectful

Understand the value of life histories, using them to enhance individual wellbeing and create opportunities for meaningful connections; adapt to differences and focus on individuals not tasks and routines; contribute positively to a culture of mutual respect both in the workplace, and between residents and staff.

Compassionate

Show kindness, dignity, respect, warmth, empathy, and compassion in all interactions; treat every individual as a person, be inclusive and provide support that is tailored to meet need; don't judge.

Accountable

Be self-aware and open; be supportive, take personal responsibility and be answerable for your actions; lead your team; show integrity.

Progressive

To make a real difference to peoples' lives think outside the box; be open to learn and reflect on yourself, your skills, and actions; be adaptable, positive, and inspiring; embrace new ideas and technologies.



Key responsibilities and duties

Communications and brand strategy

1. To design, implement and evaluate a communication strategy that supports the College to achieve its strategic aims and objectives.
2. To provide advice on choice of communication tools and approaches to maximise the College profile and influence.
3. To manage all internal and external communication to include oversight of College literature, newsletters, and stakeholder communications.
4. To proactively understand internal and external challenges and manage crisis communication in conjunction with the Chief Executive, Directors, Board of Trustees and relevant internal Departments and external advisers.
5. To actively research, maintain familiarity and remain up to date with the latest trends and developments within communication in the Charity and Care sectors.
6. To act as the Brand champion and oversee the ongoing development of brand guidelines and be the Brand guardian, including influencing College employees and volunteers to protect and promote our brand.
7. To maintain an overview of all publicity and promotional matters and ensure these conform to the agreed corporate format.



PR and media management

1. To manage relationships with external agencies involved in Marketing and PR.
2. To communicate with the media and other interested parties to generate positive media coverage, announce news and develop content for social media platforms.
3. To manage local, regional, and national media interaction and maintain relationships with media agencies.
4. To ensure beneficial and lasting networks are developed with all communities, using the principals of community engagement.

Operational management

1. To manage the College website, creating content that is fresh, current and in accordance with the Charity's strategic objectives.
2. To create and manage content across all social media platforms.
3. To create and manage content on the NHS Choices, carehome.co.uk and other relevant customer review online platforms, refreshing content, images and news.
4. To manage the communications budget and to keep accurate records of activities, cost ratios and evaluations.



5. To oversee and manage Sharepoint, updating content, images, and news items.
6. To maintain a College 'facts sheet' and distribute it updated quarterly to stakeholders (Trustees, SLT, Managers and others approved).

Monitoring and reporting

1. To maintain responsibility for the development of systems and procedures for effective internal and external communication.
2. To utilise a range of research tools to track opinion, attitudes, and behaviour.
3. To review feedback from online platforms to determine relevant courses of action.
4. To collect and analyse information and statistics to accurately target and evaluate Marketing and Communications activities.
5. To produce regular reporting of marketing metrics, activity and outcomes (excluding financial reporting) for all key teams/stakeholders.



General duties and responsibilities

1. To understand fully what the Charity's vision and strategic aims for the future are, including key objectives; and the Charity's values and how they dovetail into every aspect of life at Morden College.
2. To be an ambassador for Morden College in the external community, developing robust communication strategies that provide all stakeholders with the opportunity to promote the Charity values and be engaged in service developments.
3. To be familiar with Morden College Policies and Procedures, cascading and interpreting information to employees to ensure effective communication in keeping with the Charity's values.
4. To ensure harmonious and respectful working with all departments and other internal stakeholders, ensuring an efficient service is provided.
5. To maintain confidentiality and to comply with the College policy thus ensuring security in the management and use of information at all times.
6. To undertake any other duties at the request of the line manager which are commensurate with the role, including project work, absence cover and taking part in College events.
7. To operate in accordance with the College's policies and procedures as detailed on the College's website and intranet and as set out in the Staff Handbook and elsewhere.
8. To work in accordance with the Health and Safety at Work Act 1974 and related College regulations; understanding the health and safety policy and ensuring that care is taken to protect the health, safety and welfare of residents, staff and visitors in Morden College. This will include reporting of faulty equipment to the relevant manager.
9. To undertake training as necessary in line with development of the post.
10. To participate fully in the performance management process and undertake Continuing Professional Development as required.
11. To achieve and demonstrate agreed standards of personal and professional development within agreed timescales.
12. To ensure compliance with the General Data Protection Regulations 2016 and the Data Protection Act 2018.



PERSON SPECIFICATION

Education and qualifications

Educated to Degree level or equivalent level of experience of working at a senior level in Communications or PR – must be able to demonstrate excellent literacy, analytical and numeracy skills.

Proficient in the use of various computer systems and databases including Microsoft Office and online publishing skills.

Experience

- Have a successful track record developing Communications and branding strategy.
- An understanding and experience in the use of, traditional, and social and digital media platforms.
- Experience of communicating with a variety of audiences.
- Demonstrable experience of identifying, analysing and effective use of data.
- Experience of building, developing, and maintaining professional relationships.
- Experience of brand management.
- Website management.
- Copy writing and proof-reading experience.
- Media trained in terms of acting as a spokesperson if required.
- Experience of contributing to strategic planning of corporate communication including press releases, statements, and speeches.

Desirable experience

- Excellent knowledge of charity data protection law and other relevant communication and marketing standards.
- Knowledge of Marketing and Communication principles within the Not for profit/Charity Sector.



Specific skills

- Ability to work on own initiative, showing creativity and innovation.
- Ability to prioritise and manage workloads efficiently and effectively remaining calm and positive, in challenging situations.
- Confident communicator at all levels with excellent written and verbal skills.
- Strong command of written English, including being able to convey written messages and narrative, to both external and internal audiences, with clarity and succinctly.
- Excellent influencing and negotiating skills.
- Strong organisational skills with the ability to manage multiple projects at once.
- Ability to manage and delegate tasks to staff and volunteers and others as appropriate.
- Be proficient in the use of IT and related technology.
- The ability to form and maintain positive relationships with colleagues and external stakeholders at all levels.

Personal qualities

- Ability to use your imagination to engage others.
- Ability to make others smile.
- Ability to work from the heart.
- Ability to make the most of the time you have.
- Ability to lead, and be visible in leadership as necessary.
- To be non-judgemental towards others.
- Ability to listen and respect others' points of view even if you disagree.
- Prepared to challenge yourself to try new things.
- Reflect on your own work and give and receive constructive feedback to enable team development.

Other requirements

- Satisfactory DBS check (Enhanced).
- Car Driver with full, clean driving licence.
- Ability to work flexibly, to support communication in the event of a critical or major incident.



HOW TO APPLY

For an informal discussion about the role, please contact our recruitment partners, NFP Consulting:

Simon Lloyd Director | NFP Consulting
07961 988 523 simon.lloyd@nfpconsulting.co.uk



For more information and to apply online, please visit
www.nfpconsulting.co.uk/mordencollegecommunications

Application is by way of CV and a Supporting Statement, which should concentrate on your motivations and evidencing how your experience and skills meet the requirements. As a general guide your Supporting Statement should be around 1,000 words or two sides of A4.

Closing date: Sunday 3rd July

Selection process

There is a two-stage interview process.

Stage 1:

First round of screening interviews conducted by NFP Consulting.

Stage 2:

The formal panel interview will include a pre-prepared presentation task and there will also be the opportunity for you to meet with key stakeholders.

All interviews will be held at Morden College, Blackheath.



Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to any aspect of the application and selection process, e.g. attending interview, completing online exercise. Any requests will not be taken into account in the selection process.

Please let us know if you would like to receive this information in a different format.

