

<b>Job Title:</b>	Head of Corporate Communications
<b>Department:</b>	Strategy and Partnerships
<b>Last Updated:</b>	01.06.202
<b>Version:</b>	

**ROLE TITLE:** Head of Corporate Communications

**Reports to:** Director, Corporate Affairs and Communications

**Direct reports including contractors:** None.

**Budget:** TBC

**Key stakeholders and relationships:**

- External: High Value Manufacturing (HVM) Catapult, University of Bristol, West of England Combined Authority, Innovate UK.
- Internal: Senior Leadership Team (SLT), Strategic Partnership Directors, Head of Marketing & External Communications, External Affairs, Internal Communications Manager.

**ROLE PURPOSE:**

Part of the Chief Business Officer’s business unit, the Head of Corporate Communications is responsible for developing and delivering NCC’s corporate communications strategy, leading how NCC’s mission, strategic priorities and impact are communicated to stakeholders across industry, government, funders and strategic partners.

The postholder will report to the Director for Communication and Corporate Affairs. They will provide strategic communications leadership across NCC, strengthening organisational positioning and showcasing NCC’s impact through high-quality communications and strategic storytelling.

Working closely with the Heads of Marketing and External Communications and Public Affairs, the role will lead and oversee NCC’s corporate narrative, messaging framework and communications approach, ensuring messaging is clear, consistent and impactful and tailored to key audiences.

**Main Activities**

**Corporate Communications Strategy and Leadership**

- Lead the planning and delivery of corporate communications activity that supports NCC’s priorities, external profile and strategic engagement objectives.
- Define and lead NCC’s corporate narrative, messaging framework and tone of voice, ensuring communications are clear, consistent and aligned across NCC’s engineering, technology and innovation activity.
- Provide strategic communications advice and guidance to senior leaders on positioning, messaging and external engagement.
- Work closely with the Marketing and External Communications, Public Affairs teams, and wider organisational communications activity, to maintain a consistent corporate narrative.

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- Strengthen NCC’s profile, influence and reputation through proactive and strategically aligned communications activity.
- Identify and develop innovative and effective approaches to communicating NCC’s activity, impact and expertise, ensuring communications remain engaging, relevant and reflective of NCC’s position as a leading technology and innovation organisation.

### **Narrative, Messaging and Communications Assets**

- Act as custodian of NCC’s corporate communications assets, ensuring communications materials consistently reflect agreed messaging and positioning.
- Lead the development and maintenance of key communications materials, including:
  - corporate messaging frameworks
  - corporate publications
  - presentations
  - impact communications
- Oversee NCC’s corporate presentation deck as a strategic communications tool, ensuring it reflects agreed messaging and enables colleagues to communicate confidently and consistently in external engagements.
- Work collaboratively across the organisation to ensure colleagues understand and can confidently articulate NCC’s strategic narrative, and corporate messaging.

### **Thought Leadership and Impact Communications**

- Lead the development of corporate thought leadership and impact communications that position NCC as a leader across key industrial and technological priorities, working with Marketing & External Communications to deliver sector and technology content. Translate NCC organisational strategy and ‘story’ into compelling narratives for industry, government, funders and strategic partners.
- Develop high-quality communication material that clearly demonstrate NCC’s impact, value proposition and strategic contribution as part of HVM Catapult, University of Bristol, to national and regional government and funding organisation, including Innovate UK.
- Track, analyse and report on corporate communications performance metrics, including audience reach, engagement, sentiment and share of voice, using data and insights to refine strategy and maximise impact.

### **Strategic Relationships and Stakeholder Engagement**

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- Build effective relationships with key internal and external stakeholders to support coordinated and impactful communications activity.
- Work closely with University of Bristol Communications teams to develop and advocate a shared corporate narrative that reflects NCC’s pride in being part of the University, aligns shared priorities and responds to the needs of regional and national audiences.
- Collaborate with the High Value Manufacturing Catapult (HVM Catapult) Corporate Affairs and Communications leads to develop and champion a coherent narrative that reflects NCC’s pride in being part of HVM Catapult, and evolves in line with NCC, HVM Catapult and wider industrial strategic priorities.
- Support Strategic Partnership Directors in developing messaging and materials for external engagement.

### General

This Job Description is not intended to be an exclusive or exhaustive list of duties. The postholder may be required to undertake additional responsibilities, as reasonably requested by their line manager, in support of NCC’s wider objectives.

### PERSON SPECIFICATION

Essential	Desirable
<p><u>Qualifications/Experience</u></p> <ul style="list-style-type: none"> <li>■ Proven track record of developing and delivering communication strategies aligned to organisational priorities.</li> <li>■ Highly developed communication skills, with experience in translating complex issues, into clear, high-quality and impactful written and digital content.</li> <li>■ Experience of delivering integrated communications activity across multiple channels and audience groups.</li> <li>■ Experience working with senior stakeholders across industry, government, academia or publicly funded organisations.</li> <li>■ An understanding of the UK innovation landscape.</li> </ul>	<p><u>Qualifications/Experience</u></p> <ul style="list-style-type: none"> <li>■ Experience gained in a science/technology/ R&amp;D organisation.</li> <li>■ Relevant professional qualification in communications, public relations or marketing.</li> </ul>

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Essential	Desirable
<b>Behavioural Competencies</b>	
<ul style="list-style-type: none"> <li>■ Ability to communicate conceptually detailed and complex information effectively and professionally with a wide range of people.</li> <li>■ Stakeholder-centric approach to delivery, ensuring internal and external customers' needs are met and a high-quality service delivered.</li> <li>■ Ability to forge excellent senior relationships, be adept at successfully influencing and be able to quickly gain the confidence of customers and senior stakeholders.</li> <li>■ A track record of strong leadership, of delivering through others and a commitment to developing a high performing team (incl. investing in continued professional development).</li> <li>■ A proactive and solutions-focused approach, with the ability to manage competing priorities and deliver high-quality outcomes at pace.</li> </ul>	<p>Politically aware, with an understanding of operating within complex stakeholder and policy environments</p> <p>Demonstrates the confidence and judgement to challenge constructively and shape thinking across the organisation.</p>