

# JOB PROFILE

## Corporate Communications Programme Director

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Hours per week:	37.5
Reporting Accountability:	Chief Executive Officer
Salary Banding:	£56,210 - £87,828
Reimbursement Level	£185,000.00 per annum

The Corporate Communications Programme Director is the leader of the Global Corporate Communications Programme at WANO and has the mandate to direct, implement and coordinate communication and marketing activities across WANO whilst supporting the Chief Executive Officer (CEO), WANO Governing Board and Executive Leadership team (ELT), as required.

### **Main Responsibilities**

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As part of the London Leadership Team, provide strategic advice to the CEO that directs the activities of WANO – this would be achieved by:

- Providing strategic advice to WANO’s Chairman, WANO Governing Board and ELT on issues, projects and strategy, developing in-depth analyses, and present findings to the board when required.
- Providing advice on potential reputational damage and other risks to WANO as well as proposing mitigation strategies.
- Advising on WANO programme integration.
- Developing stakeholder management strategies in line with WANO’s strategic business plan.

Provide governance and ensure the smooth running of the Corporate Communications Programme globally – this would be achieved by:

- Ensuring effective teamwork across the regional Centres
- Ensuring effective internal, member and external communications strategies are in place and coordinating their delivery across WANO's four regional centres, in addition to the London and Shanghai offices.
- Ensuring the communications function is fully integrated into the work of the technical programmes and support functions, so that the work of WANO is appropriately and consistently communicated with and promoted to the WANO membership and staff.
- Advising on the ongoing and systematic identification of key WANO stakeholders and the development of marketing and communications strategies that ensure high levels of engagement within the environment in which WANO operates (internal, membership, external).

- Ensuring close cooperation with other departments and the regional centres to develop and implement appropriate new communication channels, tools and technologies in order to enhance the effectiveness of WANO campaigns and improve audience engagement.
- Identifying strengths, weaknesses, opportunities, threats and new initiatives in the area of communications and leading these through to completion.
- Taking an executive leadership role in the planning and execution of international WANO conferences and events.
- Providing oversight of regional centre and London Office communication activities to aid in global alignment and consistency.
- Managing the London Office staff within the programme.

## Personal Characteristics

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### Essential

- Ability to influence stakeholders at all levels.
- Excellent interpersonal (relationship) skills with a proven ability to communicate with executives and peers.
- Excellent public speaking ability.
- Demonstrable ability to convey complex information to diverse audiences.
- A Proven ability to work effectively with people from different cultures and backgrounds.
- High level of customer service, interpersonal and follow-up skills.
- The ability to think strategically in a variety of settings.
- Ability to self-manage, organise and prioritise tasks, and work under pressure.
- A strong commitment to WANO's mission.
- Ability to successfully demonstrate the WANO London Office Behaviours (see page 4.)

### Desirable

- Bilingual.

## Qualifications

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### Essential

- Educated to degree level in Communications, or a related field of study such as English, Journalism, Communications or Politics.
- Excellent command of the English language, both verbally and written As a minimum, certified English skills at C1 level of the Common European Framework of Reference for Languages (or equivalent) are required

**Desirable**

- Holds Microsoft Office Specialist certifications.

**Experience**

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**Essential**

- Demonstrable experience working within the nuclear industry.
- Demonstrable experience in utilising different corporate communication practices (corporate affairs and reputational management, marketing and branding, digital and social, public and media relations, events) in an integrated manner.
- Understanding of segmenting an audience base, using CRM databases and delivering successful engagement strategies globally.
- Proven success working within an international setting and an understanding of different national markets.
- Solid experience in leading and managing teams.
- Demonstrable experience in delivering complex projects within the projects agreed parameters.
- Leveraging data and analytics in demonstrating programme and strategies' effectiveness and suggesting improvements to Programme activities.
- Utilising various digital tools and technologies to enhance the reach of communication strategies and campaigns.
- Ability to apply communications strategies to help achieve desired business outcomes.

