

**Job Description:**

**Communications Manager - Justice**

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| Function: | Communications |
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| Position:  | Communications Manager – Justice  |
| Job holder: |  |
| Date (in job since): | 27 March 2025 |
| Immediate manager (N+1 Job title and name): | Senior Communications Manager - Justice |
| Additional reporting line to: | Prison Director |
| Position location: | Prison location  |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * To develop, plan and deliver a comprehensive, multi-audience communication strategy for the prison, to create strong engagement with colleagues, clients, partners, prisoners and stakeholders, and align to the Sodexo Government strategy, Justice Delivery Plan and operational needs of the prison.
* To own, champion and curate content for the prison, working collaboratively with the Senior Justice Communications Manager, to create and optimise opportunities to align key Justice and regional campaigns (including Safety and Social Impact) and content is tailored (where appropriate) for Justice audiences.
* To provide communications advice, guidance and support to prison Directors, Senior Management and Line managers on communication and engagement techniques and best practice.
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| 5. 2. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| This role involves delivering a communications plan to protect our brand, deepen employee engagement and support the Justice Delivery plan, local prison delivery plans and the wider Sodexo Government and regional strategy. With a strong focus on employee engagement, reputation management and demonstrating Social Impact, working with a range of stakeholders to ensure messaging is impactful, engaging and reaches the right audiences. **Communications** * Creation and delivery of a communications plan to meet the local and operational needs of the prison.
* Input into the wider communications strategy (working in collaboration with the Senior Communications Manager for Justice) to deliver Sodexo’s Justice, Government and regional priorities.
* Provide content for Sodexo, Government and Justice communications, internally and externally, to promote our brand, manage our reputation and engage with multiple stakeholders including our people, clients, partners, prisoners and the public.
* Provide communications support and direction for key activities and initiatives including social impact, delivering impactful communications that showcases delivery against Justice KPIs and regional targets.
* Manage, develop and optimise local and regional communication channels, to drive use and engagement, and adapting (when relevant) to ensure they are fit for purpose for the prison environment.
* Track and measure the impact of all communications, using this insight to optimise content and delivery.

**Employee engagement*** Creation of an employee engagement plan to support the Justice Delivery Plan, local operational needs and wider Sodexo Government and regional strategy.
* Work in partnership with the local HR team to develop compelling internal campaigns.
* Work with the local Senior Leadership Team to identify and share inspiring good news, positive feedback and success stories.
* Proactively seek out and create high quality content that both informs, motivates and inspires employees.
* Comms support for priority areas of Justice strategy including social impact, working with stakeholders to create meaningful to encourage employees to get involved and take action.
* Organisation and delivery of local communication events e.g. townhalls, internal events, and provide support (where relevant) for wider Justice and Government events.
* Track and measure the local impact of internal communications, continuously refining and improving approaches.

**Content management** * Creation and ownership of a content plan, ensuring impactful and meaningful communications for relevant audiences.
* Produce local content and information on key initiatives such as safety and social impact (including Starting Fresh).
* Promote, create and champion content representing the prison in Justice, Government and regional campaigns, channels and activities.

**External comms*** Working in collaboration local teams, provide support (where necessary) to manage our reputation.
* Collaborate with key stakeholders to support creation of compelling content such as case studies, blogs, web articles, social media posts, videos, photography, and presentations.

**Collaboration and support*** Provide communications guidance and expertise to the local leadership team, supporting any initiatives, projects or operational activities.
* Support the development of senior management and line managers as communicators to optimise effective two-way communication between colleagues, managers and leaders.
* Act as a skilled liaison with corporate communications management and contract Authority for the purposes of incident management.
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| 2. 3. Context and main issues – Describe the most difficult types of problems the jobholder must face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
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| * Our Justice business operates in a challenging, complex, volatile and quickly changing environment, requiring a resilient, adaptable and agile approach.
* Employee engagement, safety and Social Impact are top priorities for Justice but communicating can often be challenging with conflicting priorities and limited access to online channels.
* There is intense media interest and scrutiny of the prison and probation landscape.
* Balancing the operational requirements of the prison environment whilst aligning with the wider Sodexo Brand and Communications strategy.
* Managing and communicating with multiple stakeholders and audiences at all levels, with different priorities, requirements and channels.
* Working with complex, confidential and sensitive information.

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| 4. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * **Communications strategy**
* Delivery of a comprehensive strategy, focused on localised prison needs, strengthening our reputation and boosting employee engagement.
* **Content creation and delivery**
* Develop and publish high-quality content, ensuring messaging that is timely, relevant to audiences, accurate and engaging.
* **Collaboration & Stakeholder Engagement**
* Work effectively with internal, external and client stakeholders to ensure Justice priorities are reflected in a relevant, meaningful and engaging way in all comms activities.
* **Monitoring, evaluation and continuous improvement**
* Regularly review performance of communications KPIs, ensuring optimisation of content and focus on areas that drive engagement.
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| 2. 5. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. |
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| 6. Job profile – Describe the qualifications (Education & experience), competencies and skills needed to succeed in the position. |
| **Experience and qualifications** * A proven track record of developing and delivering engaging communication plans and campaigns with a strong focus on employee communications, either in-house or agency-side.
* Experience of working in a complex, operational environment.
* Strong editorial and content creation experience.
* Experience of working across a broad range of communication channels, both on and offline.

**Skills and abilities** * Excellent written and editorial skills, with a keen eye for storytelling, and writing for a range of audiences.
* Good interpersonal skills and the ability to foster good working relationships, providing advice, guidance and support at all levels in the organisation.
* Strong organisational and time management skills, with the ability to adapt to changing priorities.
* Confidence in persuading and influencing internal stakeholders.
* Ability to confidently present to all levels in the business and in front of large audiences.
* Understanding and awareness of the importance of brand reputation and how to carefully manage positive and negative news, on a local level.

**Knowledge and mindset*** Flexibility to adapt plans as priorities move.
* A true passion for communications strategy, storytelling and continuous improvement.
* Resilience with the ability to adapt to challenges and maintain focus under pressure.
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| 2. 7. Organization chart – Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
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Received:

Date:       Date:

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Job holder Immediate Manager