

Communications

The Communications team are specialist professionals delivering a range of communication services to maximise the Bank's impact, effectiveness and reputation.

This includes:

Strategic communications

- Creating communications strategies to shape narratives, ensuring campaigns are targeted at the right audience, and using an effective blend of channels

Media relations

- 24-hour press office support, acting as first-point of contact on behalf of the Bank, making announcements, managing reputation and responding to media enquiries

Social media

- Ensuring messages land effectively on social media using a 'digital by default' approach, driven by audience preferences

Stakeholder engagement

- Supporting the Bank's policy team in their engagement with HMG to deliver a policy-led communications programme; and engaging with professional bodies and delivery partners to building advocacy Internal communications and employee engagement
- Ensuring that the Bank's vision is well communicated and understood across the organisation, and that employees are engaged to support its delivery

Campaigns

- Informing smaller businesses about different finance types.

Some of the activities that may be included in this role will be:

- Write case studies for the British Business Bank, British Business Investments and British Patient Capital Annual Report & Accounts
- Write case studies for the Start Up Loans programme
- Work on the Start Up Loans Ambassadors programme
- Work on the regional communications programme with external agencies based in Scotland, Wales, Northern Ireland, the Midlands and North of England
- Write first draft press notices, newsletter content, intranet updates and social media posts
- Manage the team's weekly Communications Calendar and commission weekly updates and reminders
- Develop weekly social media content plan
- Schedule social media content using Sprout Social