



# Red Tractor Assurance

## COMMUNICATIONS MANAGER

### JOB DESCRIPTION

**Line Manager:** Head of Communications  
**Location:** At least two days a week in London

#### Job Purpose

To be a key stakeholder in driving Red Tractors credibility as the 'flagship for British Food and Farming' using our standards, independent assurance, our history and robust compliance, as proof points to achieving this.

The Communications Manager has the critical role of providing oversight and ensuring consistent messaging across the Red Tractor Communications, Marketing and Technical teams.

The role requires the delivery of strategic, engaging, reactive and positive communications through verbal, written, web based and face to face member interactions. The ability to understand and simplify technical issues and identifying the most effective channels to disseminate these messages to consumer, industry and farmer audiences is essential.

Working with the Head of Communications, the Communications Manager will develop and execute the annual Red Tractor member, corporate communication, and engagement plans. You will also provide strategic counsel on messaging and be a key contact for industry and stakeholder organisations.

#### Main Accountabilities

- Actively manage the development and execution of Red Tractor's communications and member engagement strategies, to drive up understanding and to defend, protect and enhance the reputation of Red Tractor.
- Working with the Head of Communications, the role will be the guardian of Red Tractor messaging to consumers, members and the food and farming sector, ensuring its relevance, consistency, and the simplification of technical issues.
- Manage press office queries, create engaging content for the website and for member and industry communications.
- Working with the Head of Communications, Head of Marketing and Brand Manager, you will support the organisation's social media strategy to boost visibility and deliver high levels of customer, consumer and member engagement.



### The Post Holder will:

- Be an excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
- Be able to work to tight deadlines.
- Have strong project and brand management experience, analytical, planning and influencing skills alongside an awareness of key UK farming policy.
- Be a team player able to work with multiple business functions, to deliver communications for multiple audiences- consumers, farmers, food businesses and influencers.
- Be able to work with key stakeholders and food businesses to deliver positive messages about the benefits of assurance to members and the British food and farming.

### Working Hours and Benefits

This position will work a total of 37.5 hours week. Your normal core working hours are 9am to 5pm, Monday to Friday. It may, however, be necessary on occasion to work outside of these hours to meet the demands of the business.

### To Apply

Please submit a CV and a covering letter to [rebecca.miller@redtractor.org.uk](mailto:rebecca.miller@redtractor.org.uk) by 16 May 2022.