



Role Description of Executive Director of Community Matters

Association of Child Psychotherapists (ACP)

The Association of Child Psychotherapists (ACP), established in 1949, is both the primary professional membership body and accredited register for child and adolescent psychoanalytic psychotherapists in the United Kingdom. Vetted by the Professional Standards Authority (PSA), the ACP register provides an independent quality mark for the public and employers, ensuring that all practitioners meet rigorous standards of training and ethics.

1. Scope of the Role

1.1 The Director of Community Matters is an executive director of the ACP and a key member of the executive management team (EMT). They are responsible for developing and leading the ACP's communications strategy, brand and external voice, and for ensuring that communication with members, the profession, and external stakeholders is clear, consistent and reflects the ACP's mission and values.

1.2 The role has strategic oversight of all internal and external communications activity, including the ACP's website, social media platforms, publications, media relations and campaigns, and provides advice to the Board and Chief Executive Officer on reputation and crisis communications.

1.3 This permanent post is for 7 hours per week at £61,957.80 pro rata (equivalent of NHS 0.2 WTE band 8b). The rate is reviewed annually.

1.4 The ACP predominantly operates on a remote basis, but there are some in person meetings and events throughout the year which are in person.

2. Advantages of the Role

- As Executive Director of Community Matters you will lead the ACP's communications and shape how it is seen and understood by its members, the wider profession and the public, while also contributing to the thinking and development of the organisation as a whole.
- It is an opportunity to develop senior leadership and strategic communications skills, be part of a dynamic executive management team, and learn about policy and practice development affecting the child and adolescent psychotherapy profession in the NHS, private practice and third sector organisations.
- Diversifying the leadership of the profession is a key priority for the ACP, and we want to ensure that ACP members from across the profession and external professionals from underrepresented groups feel able to take up leadership roles.

3. Key Responsibilities of the Role

Strategy, brand and narrative

- Define and lead delivery of a nation-wide, ACP-wide communications & digital strategy covering members, public sector and external platforms.
- Shape and embed a clear, compelling ACP narrative, brand, voice and positioning across all channels.
- Strengthen the ACP's reputation, visibility and external voice within the profession, the health and public service landscape, and the wider public.
- Lead on brand guidelines, ensuring consistent use of the ACP brand across internal and external, print and digital channels, and provide training and guidance to staff, committees and external partners on correct use of the brand.
- Advise and influence the Chair, Chief Executive, and Executive Team on strategic communications approaches.

Campaigns and external voice

- Translate the Board's strategic priorities into clear, insight-led communications campaigns across a range of channels and audiences.
- Support the guidance and re-development of member 'Media Spokespeople' who can communicate on behalf of the ACP in the wider media.
- Develop compelling narratives tailored to the needs of different audiences, including the profession, policymakers, funders, and the public.
- Lead campaigns that support the ACP's strategic priorities, including profile-raising, policy influence, and public affairs activity.
- Ensure communications are inclusive and accessible.

Media, PR and reputation management

- Lead on crisis and reputation management, providing advice and guidance to the Chair, Chief Executive and Executive Management Team, with support from PR freelancers or agencies as required.
- Oversee the production of key press releases, including drafting or approving quotes on behalf of the Board, and coordinate sign-off processes.
- Oversee handling of inbound press enquiries and support colleagues/ACP members undertaking public speaking or media engagements.
- Maintain strong working relationships with key sector contacts, including communications leads at partner and professional organisations.

Digital communications and channels

- Oversight and lead on the redesign of the ACP's website(s).
- Oversee the ACP's social media platforms and email communications and printed materials, ensuring consistent, high-quality output.
- Oversee the communications calendar and supporting external-facing activity across the ACP's work.

Performance, evaluation and delivery

- Define and analyse key performance indicators for communications activity and campaigns, ensuring alignment with the ACP's strategic objectives and reporting results to the Board.
- Lead effective evaluation of communications activity, reporting on progress and impact, and use insight to improve outcomes.
- Deliver the communications strategy in line with the ACP's wider strategic objectives, set ahead of each financial year with the Board.

Leadership and general Board responsibilities

- Provide leadership to internal operational comms staff and freelance communications support and work with the Chief Executive Officer on resourcing communications activity.
- Recruitment and succession planning for members of the Community Matters Committee and the role of Executive Director of Communications.
- Produce an annual report for members on the work of Community Matters directorate (communications).
- Handle complex or crisis correspondence, including with members, as required.

Line management and leadership:

- Chair the Community Matters Committee which currently takes place twice per year in February and July (2 hours per meeting). This committee has oversight of communications, member engagement and events.
 - Arranging the regular Community matters committee meetings
 - Setting the agenda and arranging for committee members to contribute to agenda items
 - Reviewing the Terms of Reference for the Community Matters Committee to ensure they are aligned to the priorities of the ACP;
 - Identify actions from the committee meeting which are then executed through the Comms Team staff at monthly comms and events planning meetings.
- Chair the monthly Communications Team meeting, including:
 - Arranging regular meetings of the comms team;
 - Setting the agenda and arranging for comms team members to contribute to agenda items;
 - Oversight of the annual Comms calendar and activity.
- Line manage the following internal staff:
 - Community & Events Manager;
 - Social Media Officer;
 - Be involved in the future recruitment and line management of comms staff.

4. Key Relationships

- As part of the Executive Management team (EMT), the Executive Director of Community Matters is responsible to the Chair of the ACP and reports to the Board of Directors.
- They will be supported in the administration of the Community Matters Committee & Communications Meeting and other aspects of their role by Operation team staff/or communications staff.
- They will work with:
 - The ACP Chair, Vice Chair and Chief Executive Officer on strategic communications approaches and reputation management;
 - ACP staff on delivery of the website, social media, publications, press and media relations;
 - Other Directors and Office holders to support communications across all aspects of the work of the ACP;
 - External partners, including PR agencies, freelance designers, and communications consultants.

5. Meeting Attendance and Time Commitments

5.1 The defined time commitment for the role of Executive Director of Communications is 1 day per week (7 hours). The commitment may vary on a weekly basis depending on workload but should not exceed 7 hours per week on average across the year. Commitments are estimated as follows:

ACP Board	All Executive Directors are required to report to the ACP Board on a quarterly basis. Friday 15.00 – 17.30, four times per year plus time for preparing report for board.	18
Executive Management Group	Friday 9:30am – 11am fortnightly	33
Communications Meeting	Monthly for 1 hour	12
Community Matters Committee	2 x annual for 2 hours plus preparation	8
AGM	Four hours per year including rehearsal	4
Correspondence	All Executive Directors are provided with an ACP email account and are expected to access it at least twice each week. Approx. 90 minutes per week.	90
Report writing, planning and other administrative tasks	Estimated at one hour per week on average	90
Line management	2-3 hours bimonthly for PT staff	10
Total		264
Weekly average	Assuming 46 weeks as the working year (taking into account 6 days annual leave)	7 approx

6. Term of Office and Remuneration

- Other appropriate expenses will be reimbursed in line with the ACP's expenses policy.
- A contract with terms and conditions as a Director of the ACP will be provided at the commencement of the role.

7. Competencies Required for the Role

Core competencies for all Executive Directors

The core competencies for all Executive Directors include an ability to:

- Take on a leadership role in relation to the organisation.
- Contribute to strategic direction of the ACP;
- Explore accountability of self and others;
- Take an independent, unbiased and objective view;
- Listen and communicate effectively;
- Examine evidence and complex documentation;
- Work effectively as part of a team.

Additional competencies for Executive Directors

Additional competencies for Executive Directors include an ability to:

- Make realistic plans for the directorate based on the Board's strategic direction;
- Manage a variable workload, work to deadlines and sometimes under pressure;
- Offer supportive and clear line management to other employees and volunteers;
- Present complex data concisely and clearly, verbally and in writing;
- Chair meetings effectively.

Communications-specific knowledge, skills and experience

- Demonstrable senior experience in communications, marketing or public affairs, with responsibility for developing and delivering communications strategies.
- Strong understanding of communications planning, stakeholder engagement, audience development, and brand management.
- Knowledge of digital communications, social media, email marketing, and website management using content management systems (CMS).
- Understanding media relations, crisis communications, and reputational risk management.
- Ability to think strategically while overseeing delivery of operational communications activity.
- Excellent written and verbal communication skills, with the ability to write and advise with clarity and authority, and to influence and challenge senior leaders with credibility.
- Strong analytical skills, with the ability to define, measure, and report on KPIs for communications activity.
- Experience within the voluntary, community, charity, professional body or public sector context is helpful, but not essential.

The ACP is committed to addressing all forms of prejudice and discrimination in the institutions and practices of the profession. This includes, but is not limited to, any discrimination on the basis of race, gender, ethnic origin, religious belief, sexual orientation, age or socio-economic status. All ACP Board Directors and staff are expected to uphold and implement the ACP's Statement on Diversity.