

The National Youth Brass Band of Great Britain
Communications Policy (NYBBGB-POL0xx)

Introduction

The National Youth Brass Band of Great Britain (NYBBGB) recognises that consistent, effective and appropriate communications – both external and internal – are essential for the charity to achieve its aims, objectives and policies, and to its credibility. This document outlines the principles for managing communications, including a summary of key strands of communications, and the responsibilities of staff in relation to communications.

Scope

All staff and Trustees should be aware of the policy. The aim of the Communications Policy is to reduce the risk to the charity of damaging or ineffective communication, and to ensure that all staff are aware of how communications are best conducted externally and internally, and who has responsibility for which aspects.

Definitions

External communications include all the messages and information that the charity presents to different audiences, whether directly (through telephone calls, letters, e-mails, newsletters, marketing materials, social media channels, online and press releases) or indirectly through the media and word of mouth. They also include the messages and information given to clients of the charity, as well as to other stakeholders including funders, supporters and key suppliers. Internal communications include all the messages and information (whether verbal or written) shared within the charity, principally between members of staff, but also between Trustees and

staff, and to and from management and staff. Internal communications include the information given to the staff of companies involved with charity projects, as well as to volunteers.

Statement of principles

The objective of the Communications Policy is to help the charity achieve a better understanding of what it offers to the public to ensure that the charity can undertake its arrangements for work as efficiently and effectively as possible, and to:

- Improve the clarity with which the values and identity of the charity are understood.
- Promote transparent and open communication.
- Provide clear and well judged information at the most appropriate level of detail in relation to the needs of the reader or user.

The improvements and benefits which good communications should provide are:

- A greater likelihood of achieving the charity's aims, objectives and priorities.
- A more effective and purposeful 'face' to the world.
- A trusting working environment in which staff and associated workers and volunteers can locate the information they require.
- Providing everyone with the skills to be confident communicators.

General principles

- All communications are important and need to be considered carefully.
- External and internal communications form part of strategic and business planning, as well as project and team appraisals (including work with other organisations).
- Effective communications play a positive role in the day-to-day operations of the charity, through the consideration of the content, and the audience for any particular message or information to be disseminated.

- Trustees, management and staff all have a responsibility to foster good communications internally and externally.
- The charity fosters a culture which encourages transparency of communication, clarity of style and the sharing of best practice and expertise across the charity.

Principles for managing external communications

Communications should be considered as part of the wider perspective in which the charity wishes to:

- Distribute high-quality information about its plans, projects and programmes of activity, ensuring that those who are influential for the future support of the charity are well informed.
- Ensure that the visual identity of the charity, as shown through all its print and digital communications, is clear, coherent and expresses the charity's key values.
- Have a beneficial dialogue with its audiences using social media channels to gain insights, answer queries and deliver key messages about the charity's work.

Principles for managing internal communications

Internal communications are based on active management across the charity to ensure that:

- Staff and Trustees are informed of the most important information relating to the good management of the charity on a regular basis.
- All exchanges through its office applications, meetings and telephone calls are thoughtful, respectful, efficient and well disciplined.

Responsibilities

Trustees

- The Chair is responsible for ensuring that the Trustees help to promote the charity's reputation through consistent external communication.

- All trustees are expected to be familiar with the programmes and activities of the charity and to refer any complex or strategic external questions to the CEO.

CEO

- The CEO is responsible for the overall clarity and coherence of the charity's external communications.
- The CEO seeks opportunities to promote the interests of the charity.
- The CEO works to create an internal culture of open, honest, efficient and transparent communications.
- The CEO acts as the public voice of the charity and communicates with a variety of audiences via a range of media.

Audience and Funding Development Managers

The Audience Development Manager together with the Funding Development Manager are responsible for:

- Ensuring that the charity offers clear and consistent messages about its objectives and its work.
- Overseeing all written communication from the charity including marketing and social media, as well as setting the standard for communications through the website.
- Promoting effective communications through the media, whether printed or broadcast, and seeking collaboration with appropriate media channels.
- Ensuring that communication for clients of the charity is appropriate and as clear as possible.
- Working to promote good internal communications.
- Managing the charity's brand and promotional tools including advertising, print distribution, digital, online and social media channels.

- Proactively generating media coverage by identifying stories and news to publicise charity activity and facilitates media requests, and responds to media enquiries.
- Developing an accurate and positive understanding of the charity's brand and work, and maintaining the charity's reputation.
- Together with the management team, identifying the needs of members, parents, alumni, audience, funders and donors, and producing communications that encourage them to interact with the charity.

The Operations Manager

The Operations Manager has responsibility for

- Ensuring that house and music staff share information and knowledge through the best external and internal communications.
- Promoting good internal communications by following high standards of clarity and integrity in all aspects of their work, as well as ensuring that house and music staff follow specific guidelines, such as social media guidelines.

Staff and volunteers

All staff and volunteers are responsible for maintaining good internal and external communications, for suggesting improvements wherever possible, and for reporting breaches of the Policy.

Procedures

- Trustees and staff are guided in communications matters through their induction.
- The charity's brand guidelines offer guidance on the principles and standards for external communication. Any materials using the charity's brand should be approved by the Audience Development Manager.

Breach of the policy

Any actions taken by members of staff which contravene the Communications Policy will be dealt with by the CEO. If it is a matter which threatens the reputation of the charity, or creates severe disruption, then the charity's disciplinary code will be followed.

Contacts

Chief Executive Officer

Mark Bromley

01223 737784

mark.bromley@nybbgb.org.uk