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**Job description template**

**Job title:** Communications Manager

**Location:**

**Type of working required:** *Please add detail here as to the type of working arrangements that the candidate can expect i.e. home based/out based/nights/ weekends etc.*

**Department name:** *Delete if N/A*

**About your organisation and the department**: *Please add details here about your organisation i.e., purpose, vision or mission, the type of environment/specific sector that they will be working in. This should provide the candidate with a view on the culture and purpose of the organisation.*

*Example - We are looking for compassionate and motivated people from all backgrounds to join* ***xxxx.*** *We offer a rewarding career and great benefits in a caring, supportive environment. We believe strongly in the growth of our employees and encourage and foster the desire to learn, advance and progress within our organisation. We understand the importance of a healthy work-life balance and value the commitments you may have, therefore we will happily consider flexible working applications. If we can make it work – we will!*

**The purpose of this position** is to play a key role in supporting the realisation of the organisations vision and strategic objectives.

**About the role:**

We are seeking a dynamic, creative, and strategic communications specialist who will be responsible for strategy, planning, stakeholder engagement, media, publications, presentations, and campaign management.

This pivotal role also requires providing reputation management guidance and strategic advice to senior staff and other stakeholders. You will be responsible for ensuring the delivery of organisational messages that are consistent and impactful across all channels and that the reputation of our organisation is protected and enhanced. The role involves working closely with key senior staff to develop a compelling narrative, to understand and interpret the environment in which the organisation operates, and to inspire, inform and engage internal and external audiences.

**Key accountabilities:** *this should be a list of bullet points about what the day-to-day accountabilities will be. They should be clear and make sense to someone from outside of the sector.*

* Ensure that you align with the charity’s core values in all work undertaken.
* Represent the organisation in a professional positive manner whether liaising with members of the public, people working in other teams, volunteers, and other supporters.
* Network and collaborate with key partners on campaigns as required.
* Work with departments across the charity to maximise opportunities to promote our work and activities, developing communication strategies to aid information sharing between teams
* Manage all aspects of our communications including PR and media relations, public affairs, social media, brand and creative services, marketing and promotion, internal comms, employee engagement and digital transformation.
* Lead, motivate and support the communications team to devise and implement marketing and communications strategies for external and internal audiences
* Manage delivery plans for each area of Marketing and Communications
* Ensure that our content is engaging, effective and suitable for our channels and audiences
* Line manage the Communications Officer, supporting and encouraging their personal and professional development.

**Job skills, experience, and qualifications**

**Essential:** *These would be core skills needed to undertake the role.*

* Exceptionally strong written and oral communication skills and the ability to engage and positively provoke a range of audiences
* Marketing/communications experience within the charitable or public sector
* Experience of developing successful communication and engagement strategies
* Experience of producing digital communications campaigns
* Excellent strategic thinking and project management skills, able to manage competing priorities.
* Ability to establish strong and trusted relationships with stakeholders at all levels
* Ability to understand the issues faced by organisations providing support to people experiencing homelessness and/or poverty

**Desired:** *Skills that it would be good if the candidate had.*

* Degree qualification or equivalent in communications, journalism, or related subject
* Experience of delivering talks and presentations to potential supporters and other groups and organisations
* Experience of writing press releases and/or articles

**Additional details:** *It is strongly advised that if your organisation follow this policy below, to add a clear statement in this job advertisement of your commitment to inclusivity such as below or to make up a different one of your choice*.

*Example -* *We welcome applications regardless of age, disability, marital status (including civil partnerships), pregnancy or maternity, race, religion or belief, sexual orientation, transgender status, sex (or gender), neurodiversity, employment status, trade union affiliation, or other irrelevant factor. We welcome applications from military veterans or service leavers. We will interview all disabled applicants who meet the essential criteria.*

*Also consider any flexible working arrangement opportunities and any selection processes that you use.*

**How to apply:** *Link to website or email address to send CV to. Please also include a telephone number for those who are visually impaired or blind and an SMS number for those who are either deaf or hearing impaired so they can initiate contact and arrange for support in applying for the job if needed in any way or request a different format or method.*

**Salary range:** *£xxxx - £xxxx*

**Closing date:** *xxxx*

**For information please contact:** *Name and contact details of recruiting manager.*