



JOB DESCRIPTION

Job Title:	Communications Manager
Responsible To:	Director of Business Development
Conditions of Service:	<ul style="list-style-type: none">• 37.5 hours per week• 25 days annual leave rising to 30 days per annum• Public Holidays• 6 month probationary period• 3% matched contribution to SWA stakeholder pension scheme
Salary:	£32,000
Contract:	Fixed Term Contract for a minimum of 9 months
Location:	Islington

Main Purpose of Job

To provide a communication service which incorporates:

1. The marketing, PR and communications function across the organisation both internally and externally
2. The driving of high-impact campaigns that support the growth strategy of Solace and respond to media opportunities resulting in:
 - More survivors knowing where to get help and;
 - attracting and growing our supporter base as part of our need to significantly raise more unrestricted income
 - meet specific key performance indicators
3. Responsible Manager for Public Affairs and media work to ensure a positive reputation of Solace is maintained at all times.
4. Editorial control of all external communication campaigns and media, including fundraising, training and partnerships

Key Tasks and Responsibilities

Management & Relationships

- The management of marketing and communication budgets
- Management of relationships with stakeholders, suppliers, designers to ensure they deliver the best possible outcome for campaigns; with a focus on effective fundraising communication campaigns
- Management Ambassador Programme supporting up to 10 volunteers at any one time, responsible for their wellbeing during their participation in the programme
- Managing relationships with partners, including the direct management of special projects, where both a media and fundraising element is included.

Communications

- Using existing and new audience insights to deliver the communications strategy and agreed key messages
- Develop an effective approach to internal communications that is engages with a wide range of users i.e. survivors, volunteers and staff
- To develop and manage the production and distribution of marketing materials such as our Annual Review, external reports, leaflets and fundraising materials
- To design, write and edit content that is engaging and accurately reflects the work of Solace
- Maintain up to date brand guidelines and a toolkit of materials for use across the organisation.

Digital and Social Media

- Maximise the visual impact of the work of Solace through visual imagery aligned with the new brand values
- Develop campaigns to achieve the integrated targets of engaging with both Survivors and Supporters contributing to the increase of unrestricted income.
- Creation of all marketing content across all platforms
- Management of the website and content (structure, copy and video)
- Management of social media channels
- Working alongside stakeholders create engaging digital content
- Engaging with broadcast, digital & media providers to generate media exposure

- Boost Solace's internet profile, including search engine optimisation and social media presence (Twitter, Instagram, LinkedIn and Facebook)
- Monitor website usage (including Google Analytics) and optimise online opportunities to increase awareness of Solace and fundraising

Public Relations

- Lead on all promotional and media activity including planning, undertaking and promoting fundraising and awareness-raising campaigns, appeals and events, and producing and disseminating press releases
- Exploit all opportunities to promote Solace working across the organisation to ensure all aspects of our services, users, and public affairs are promoted.
- Lead on all promotional and media activity including planning, undertaking and promoting fundraising and awareness-raising campaigns, appeals and events, and producing and disseminating press releases
- Act as first point of contact for media enquiries and advise other staff on all aspects of media engagement and external communications
- Monitor media coverage and respond where necessary
- Develop and maintain good relationships with media contacts
- Raise the profile of Solace Women's Aid and increase public understanding of violence against women and girls

Other responsibilities

- To work closely with all Directors, Senior Managers to ensure we maintain our good reputation, through the provision of both positive and reactive press statements as required.
- To carry out such other reasonable duties as may be delegated by the Director of Business Development

Whilst every endeavour has been made to outline the duties and responsibilities of the post, these duties are not exhaustive.

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PERSON SPECIFICATION

Your application should give clear examples of your experience, knowledge, skills and abilities gained in both paid and/or unpaid (volunteer) work for **each** of the Person Specification criteria.

Experience	Proven experience of developing, implementing and evaluating high profile media strategies and securing effective coverage, you will be an effective
	A communicator who can develop highly productive working relationships
	You will also have experience of working in, or dealing with the media, corporate partnerships, political and public sector stakeholders
Knowledge + Understanding	Engagement with service users, volunteers and the public is desirable
	Using social media to effect attitudinal change (raising awareness)
	Knowledge of best ways to engage and work with journalists and external media agencies
	Understanding how to develop and deliver presentations, facilitates group discussions and representing organisations to key stakeholders
Skills + Abilities	Strong Presentation Skills, able to prepare, interpret and present complex information to a wide variety of stakeholders and able to work across mix media – excellent IT skills required.
	Copywriting and delivering website content (We work in Drupal and training can be given)
	Assertive with an ability to establish credibility with senior colleagues
	Educated to a degree level or hold relevant experience
	Essential to have proven experience of working in Communications, Marketing Stakeholder Engagement, or Public Affairs
Values + Ethos	A thorough understanding of anti- discriminatory work and practice
	A commitment to the values and ethos of Solace Women's Aid
	A commitment to fostering innovation in working practice
	A flexible approach to your work



	A commitment to respecting and valuing service users' perspectives and involvement in Solace
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