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Company 03894363  
Charity 1086812

## Communications Manager

### Job Description and Person Specification

Reports to: Deputy Chief Executive  
Salary: £30,000 per annum  
Hours: 35 hours  
Duration: Permanent  
Probation: Three months  
Based at: 12 Orsman Road, London N1 5QJ  
Holiday: 30 days + bank holidays

Shoreditch Trust is a charity which supports and empowers communities to tackle inequality and exclusion across deprived and disadvantaged neighbourhoods in the London Borough of Hackney. Adopting a person centred approach, our initiatives empower people to make choices about their health and wellbeing by providing people with practical experience, a fresh perspective, skills, knowledge and motivational support towards healthy living.

The role of the Communications Manager is to manage and be responsible for the internal and external communications and outreach for Shoreditch Trust. It is a strategic role that requires a thorough and detailed understanding of the organisation, from its charitable aims and objectives through to the profile of the people it seeks to support. The Communications Manager is expected to work closely with the Senior Leadership Team and the Project Managers to help shape the messages that the charity communicates, to ensure that they are consistent, effective and of high quality.

The work plan is divided between four priority areas:

1. Communications Strategy and Implementation
  - Implement and iterate the charity's communications strategy in consultation with the Senior Leadership Team and Project Managers;
  - Oversee, implement and monitor organisational branding guidelines incorporating design, project material, messaging and editorial policy;

- Manage and maintain the organisation's corporate branding and provide copywriting support for strategic documents designed for external stakeholders including presentations, articles and reports;
  - Develop the digital media strategy and coordinate and monitor Shoreditch Trust's website and social media presence, in close collaboration with Project Managers;
  - Harness communication tools to inform and enhance the Shoreditch Trust monitoring and evaluation strategy;
  - Contribute to policy development and fundraising by identifying opportunities to raise the profile of the organisation;
  - Develop and coordinate the organisational newsletter strategy;
  - Manage the organisational comms budget.
2. Strategic project support and development
- Work with Project Managers to devise communications strategies to maximise project reach
  - Devise and support the development of creative communications tools and approaches to maximise the impact of project reach with a wide variety of stakeholders including donors, funders and commissioners, existing and prospective delivery partners, and local residents and community groups
3. Community engagement, outreach and events
- Develop and manage a schedule of public-facing activities, responding dynamically to strategic opportunities to meet both organisational priorities and the local landscape;
  - Monitor all public-facing activities driven by project managers and ensure that they comply with organisational comms standards;
4. Public relations and press
- Advise project managers on communications strategies, media relations and promotional opportunities, including training for staff as required
  - Collaborate with project managers to research, write and distribute press releases, retaining sign-off privileges
  - Oversee and monitor all media enquiries, journalist liaison, media interviews, briefings and press visits
  - Ensure media coverage relevant to Shoreditch Trust is collated and disseminated to relevant teams
  - Maintain and update the media contact database

#### Job requirements

- In order to be responsive to the community you will need to be flexible, working some evenings and occasionally weekends. Hours will be agreed on a mutually beneficial basis.

### Confidentiality

- In the course of your work you will have access to personal information. All such information should be regarded as strictly confidential and the Project Coordinator will be required to comply with the Shoreditch Trust Data Protection policies.

### Corporate responsibilities

- Conduct high levels of professionalism at all times with particular reference to punctuality, dress, presentation and administration
- Keep customer care as the major priority for service provision
- Ensure the service is promoted efficiently, effectively and in keeping with the corporate image of Shoreditch Trust

### Safeguarding statement

Shoreditch Trust works with children, young people and at-risk adults in a variety of ways and is committed to providing a safe, positive and friendly environment. We have a statutory and moral duty to ensure and promote the welfare of these groups regardless of race, disability, gender, age, sexual orientation, religion and belief, gender reassignment, pregnancy and maternity, marriage and civil partnership.

This policy extends to the treatment of all our service users, partners, volunteers, visitors and employees of Shoreditch Trust. The Trust abides by the legislation in place for safeguarding and takes into account best practice in child and at-risk adult safeguarding.

Whilst this role is not eligible for a check with the Disclosure and Barring Service, it will require a detailed understanding and informed implementation of the Shoreditch Trust Safeguarding Policy.

***Please note that this job description is intended as an outline indicator of general areas of activity only. Shoreditch Trust is a small charity and as such all staff are expected to vary their duties as necessary to meet the needs of the organisation.***

## **Communications Manager Person Specification**

### **Education and professional qualifications**

#### Essential

- Undergraduate degree in a relevant subject, an equivalent professional qualification or a minimum of three years' experience in a senior role in the field of communications.

### **Experience**

#### Essential

- Leading an organisational communications strategy for a small to medium-sized organisation;
- Producing a high standard of written work to a wide audience ranging from members of the public to statutory, private and community sector stakeholders;
- Coordinating multiple project-based communications campaigns as part of a wider organisational communications strategy;
- Developing, monitoring and managing a communications budget.

#### Desirable

- Working in a public-facing community sector organisation operating in the field of Public Health;
- Working with members of the public that are facing challenging circumstances in their lives;
- Devising, implementing and coordinating a social media strategy;
- Line managing a small team of staff or volunteers.

### **Knowledge, skills and aptitudes**

- A high level of written and spoken English, with the ability to take complex messages and convey them in accessible and compelling ways to a wide audience;
- Strong networking, influencing and negotiation skills that can be adapted and applied both within the organisation and with external stakeholders, with the ability to apply sound political judgement;
- An understanding of the needs and complexities of a diverse inner city borough with high levels of deprivation and inequality;
- An understanding of the Public Health agenda in Hackney;
- The ability to identify and prioritise work streams combined with the flexibility to rapidly adjust priorities depending on organisational needs;
- Excellent attention to detail;
- A high level of IT literacy including an excellent working knowledge of Microsoft Office software and the use of basic design packages;
- A strong interest in and commitment to the aims and ethos of Shoreditch Trust.