

# **Communications Manager**

Location: Home-based (with occasional travel as required)

Maternity cover (12 months fixed term contract)

Salary: £32,000 FTE (21 hours per week - can be worked flexibly)

**Our vision is for all children to grow up in supportive communities safe from bullying and harm.**
**Our mission is to provide practical support, training, and advice to challenge bullying and protect young lives.**

Reports to: CEO

The Communications Manager will be a confident self-starter, who will engage our audiences through multi-media channels, with a primary focus on digital communication.

**Duties and key responsibilities**

**Digital media channels**

* Developing and implementing a social media strategy.
* Managing our social media accounts and responsibly expand our social media impact.
* Managing our website (with external support), including keeping content up to date and creating engaging copy.
* Contributing to and overseeing the creation of engaging social media content, including video and graphics.
* Tracking the success of social posts.

**Campaigns and supporter engagement:**

* Developing digital campaigns and content to promote Kidscape’s programmes and services.
* Supporting the fundraising team with developing content for digital campaigns.
* Writing compelling copy for the website.
* Sending out monthly newsletters to our subscriber groups.

**Press:**

* Working with journalists, placing stories and managing relationships.
* Undertaking proactive media work, including developing and pitching news stories and feature articles to journalists.
* Working with the CEO, Head of Programmes, Training and Volunteering and Regional Managers to develop media and press coverage around our programmes and services.
* Drafting and coordinating press releases, op-eds and briefings to the media.
* Building contacts with journalists and building a database of contacts.
* Supporting staff and service users with interviews and public engagement.

**Other:**

* Developing and implementing a communication strategy (with support from the CEO and Board of Trustees).
* Managing ad hoc work with external communication agencies.
* Recruiting and supporting Kidscape Ambassadors (including liaising with them to share content through their own platforms).

**General Responsibilities**

• Passion for the work of Kidscape and the children and families we support.

• Enthusiasm and willingness to work in a small team in a fast-paced environment.

• A self-starter; reliable, committed, hands-on, and motivated.

• A confident, effective communicator able to create and develop relationships

• Committed to diversity and inclusion and upholding organisational values.

• Work collaboratively with others who share our purpose.

***This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.***

**PERSON SPECIFICATION**

* Track record of producing great digital content across a range of formats and audiences.
* A skilled writer with excellent attention to detail and the ability to express complex information in plain and engaging English.
* Demonstrable graphic design experience using Canva, Photoshop or other comparable image editing software.
* Excellent proofreading and editing skills.
* Track record of securing media coverage.
* Confident and effective at dealing with stakeholders as well as keeping end-users in mind with all digital content decisions.
* A self-starter/ able to work independently.
* Passion for the Kidscape vision and mission.
* Eligible to work in the UK.

Kidscape is committed to creating a diverse and inclusive workforce.  Our team of people are passionate about challenging bullying and protecting young lives.  If we are to grow, learn and reach the children and families that need us most, we must represent the broad communities we serve.    We welcome and encourage diversity of background, culture, education, ethnicity, race, religion, disability or neurodiversity, sexual orientation, gender identity and expression, age and languages spoken.