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**Communications Manager**

**Job Description**

Hours: 4 or 5 days a week

(flexibility to attend occasional evening and weekend events)

Contract: Permanent following a 3 month trial period

Salary: £32- £34k FTE

Location: Flexible but minimum of 2 days a week at the Centre

Reports to: Head of Fundraising

Accountable to: Chief Executive and trustees

Internal Relationships: Fundraising, clinical and non-clinical colleagues and volunteers Senior leadership team and trustees

People affected by multiple sclerosis (MS)

External Relationships:

Media organisations, suppliers and agencies

Relevant external organisations

Local MS support networks

The Chilterns MS Centre provides the **treatment**, **tools,** **knowledge** and a **community** of health professionals and peers to empower people living with MS to thrive.

This is an exciting time to be joining the Centre as we are looking at expanding our reach to beyond those living with MS, to include those with other neurological conditions. Communications will play a key part in making this happen successfully.

**Purpose of the job**

To develop and lead a strategy of exceptional communications for the charity across both internal and external stakeholders.

* Create informative dialogue to ensure our beneficiaries get the most out of our services to help them thrive.
* Manage a compelling and consistent brand story that showcases our impact and engages with our supporters and donors.

To advise and assist the Centre through a period of expansion into supporting other neurological conditions

All this will be achieved by building close relationships throughout the Centre, but especially with the Head of Fundraising and Head of Integrated Clinical Services.

**Key tasks and duties**

Strategy

* In line with fundraising and communications strategy, devise and deliver an ambitious multichannel marketing and communications plan to reach, engage and motivate supporters, identifying the charity’s annual communications objectives
* Work with teams and individuals across the charity to define key messages and ensure synergy in communications and marketing
* Lead on the rebrand mid 2022 to communicate our change in focus from just MS.
* Create a toolkit of stories to show the community the impact the centre has to members
* Be the Centre’s brand manager and brand guardian

Media management and liaison

* Be the main point of contact for all media enquiries
* Build relationships with local and regional media contacts including community publications, online media, radio and printed press
* Manage and maintain media contact list and update regularly
* Create, research, write and distribute a wide range of compelling materials including press releases, feature articles and case studies
* Work with the Fundraising team to market events, activities and campaigns
* Oversee the management of the Centre’s photo library, ensuring images have the necessary consents and are clearly labelled
* Manage communications volunteers
* Keep abreast of news items relevant to the MS community in the local and national news and make recommendations to the HoF on the implications for the Centre

External communications

* Work with the HoF and Senior Leadership Team (SLT) to maintain and develop our website
* Develop and manage relationships with external agencies as required
* Ensure all communications are GDPR compliant
* Responsible for quarterly newsletters to supporters
* Develop and deliver a rebrand strategy mid-2022
* Work closely with the fundraising team to provide PR and marketing support for events, campaigns and activities

Social media

* Oversee, recommend and create compelling content for social media which engages with our local and national community, reaching new supporters whilst upholding the reputation of the Centre at all times
* Recognise and pass on clinical and fundraising opportunities to relevant colleagues
* Use targeted social media advertising and promotional activity to boost specific initiatives and events

Membership communications

* Work closely with the Head of Integrated Clinical Services and clinicians to a) deliver a new member welcome pack, and b) develop innovative ways of promoting self-management for people with MS
* Create fortnightly email newsletters for members with compelling content and necessary information from the Centre

Reporting

* Evaluate all communications activity and provide regular reports for the HoF, the SLT and trustees
* Manage the communications expenditure against the approved annual budget

**Additional information**

This job description will be reviewed as part of your annual appraisal and is not a complete list of responsibilities. To meet the charity’s ever-changing needs, you may be required to perform other duties within your capacity that are appropriate with your competence, professional qualifications and general level of responsibility within the charity.

The Centre believes in providing appropriate training and development for all employees. You will be encouraged to attend appropriate internal and external courses.

The Centre is able to provide its high quality service thanks to the enthusiasm and commitment of staff and volunteers. We expect all staff to work positively alongside our volunteers and to demonstrate our values of excellence, collaboration, respect, dignity and professionalism at all times.

You will carry out their duties according to the philosophy of the Centre, acting at all times in such a manner to justify public trust and confidence and to safeguard the interests and confidentiality of patients, their carers and families.

All Centre staff and volunteers agree to adhere to the charity’s Code of Conduct and all charity policies and procedures.

**Health and safety**

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| --- | --- |
| Manual handling and / or heavy lifting | Required (moving and lifting of marketing materials e.g. gazebo, banners) |
| Full, current, valid UK driving licence | Required |
| Access to a vehicle which can be used for work purposes | Required |
| Car insurance, including business cover | Required |
| Disclosure & Barring Service Check  (formerly Criminal Records Bureau) | Required |

**Communications Manager Person Specification**

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| --- | --- | --- |
| **Education, training and qualifications** | **Essential** | **Desirable** |
| Degree |  | Y |
| **Experience** |  |  |
| Exceptional written and spoken communication skills adapted for a variety of audiences | Y |  |
| Experience of creating compelling and emotive stories to share across a wide range of channels | Y |  |
| Experience of the development of media campaigns, plans and strategies |  | Y |
| Experience of developing and managing relationships with journalists and broadcasters |  | Y |
| A broad grasp of the media landscape locally |  | Y |
| Excellent understanding of the role of digital, including social media | Y |  |
| Effective interpersonal skills facilitating the ability of working well with others across teams and departments | Y |  |
|  |  |  |
| Experience of delivering a strategy which grew engagement figures | Y |  |
| Experience of working in or managing a rebrand |  | **Y** |
| **Knowledge and skills** |  |  |
| IT literate (Microsoft Office, Outlook, social media) | Y |  |
| Familiarity with fundraising databases | Y |  |
| Familiar with WordPress |  | Y |
| Use of Canva or InDesign |  | Y |
| Video editing skills |  | Y |
| Planning, organisational and implementation skills | Y |  |
| Customer service skills | Y |  |
| Analytical skills to evaluate activity |  | Y |
| Comfortable with Mailchimp | Y |  |
| **Personal qualities / other** |  |  |
| Drive, enthusiasm and can-do attitude | Y |  |
| Flexible and adaptable to a variety of tasks | Y |  |
| Ability to prioritise effectively and work under pressure | Y |  |
| A confident and motivated self-starter who can operate independently with guidance | Y |  |
| Knowledge and understanding of multiple sclerosis |  | Y |