

Job description

Job title:	Communications Manager
Hours:	35 hours per week (flexible working considered) Hybrid working available
Location:	Head Office, London
Contract:	Permanent
Reports to:	Head of Communications and Marketing
Wider department:	Communications Officer, Marketing Officer, Senior Digital Communications Officer

Job purpose:

The Communications Manager is responsible for planning and delivering high quality content to engage our key audiences and is integral to raising the profile of The Sick Children's Trust. They will line manage the Communications Officer as well as support the Head of Communications and Marketing to develop a strategy to drive positive and excellent external and internal communications.

Key responsibilities:

1. Develop a robust external communications plan which makes the most of all proactive and reactive opportunities and supports the organisation's activity to raise our profile among key audiences
2. Lead and drive forward a schedule of proactive media and social media activity, implementing a strategic plan and overseeing day-to-day engagement on social media
3. Manage, co-ordinate and draft our bi-annual newsletter, evaluating its success and making recommendations for change as needed
4. Working with the Head of Communications and Marketing to contribute to strategic plans
5. Utilise the organisations data and impact statistics to drive news and help build the profile of the charity
6. Build and maintain strong relationships with relevant journalists, families and other external groups and organisations
7. Lead on gathering and developing case studies for use in the media, social media, our website and other materials
8. Keep up-to-date with the news agenda and identify opportunities for the charity to comment
9. Draft high-quality on brand content for dissemination to relevant audiences
10. Build the profile of the charity through placing good quality stories and utilising high-level spokespeople such as our CEO in the national media
11. Manage and implement internal communications plans including overseeing our staff newsletter and internal emails

12. Manage and develop the Communications Officer
13. Represent the organisation at agreed events and meetings
14. Deputise for the Head of Communications and Marketing as and when needed
15. Manage own performance to achieve personal objectives and support others in areas of own expertise when the need arises
16. Duties may vary from time to time as determined by service and the charity's need

The post holder will be required to carry out such duties as receiving general telephone enquiries and dealing with general office administration as befits a small office environment, and to ensure they can work in a self-sufficient way when working from home.

Person specification

		Essential	Desirable
Experience	Significant experience working in a similar communications role	X	
	Experience of working in the voluntary sector		X
	Experience of managing staff	X	
	Experience of developing and implementing robust communications plans	X	
	Significant experience of developing and maintaining successful relationships with a range of stakeholders	X	
	Experience of crisis management		X
	Experience of developing and implementing effective social media and PR strategy	X	
	Experience of planning and crafting engaging content for all channels	X	
Skills, abilities and personal attributes	Excellent written and oral communication skills	X	
	Able to produce accurate work to a high standard	X	
	Proactive, self-starter	X	
	Ability to think creatively	X	
	Able to prioritise workload and manage own time effectively to meet deadlines	X	
	Able to develop positive working relationships with a wide range of stakeholders	X	
	Able to work as part of a team and independently	X	
	Ability to develop and maintain sensitivity, respect and understanding of people linked with the organisation	X	

	Good management skills and able to coach direct line report		X
Knowledge	Good knowledge of Microsoft Office software	X	
	Excellent knowledge of how the media works and knowledge of what journalists need	X	
	Good knowledge of social media channels and digital technologies	X	
Other requirements	Commitment to working outside of normal office hours, at weekends and away from home when needed	X	
	Willingness to take accountability for own actions in the delivery of objectives	X	
	Commitment to the charity's mission and values	X	
	Commitment to the principles of equal opportunities	X	