

Job Description

- Job Title : **Communications Manager**
- Reporting To : Director of Development & Communications
- Location : Jack Dash House, 2 Lawn House Close, London E14 9YQ / Home Working

We need the very best people to help us in our role to alleviate poverty in the East End. We are inspired by our work and we will be looking for this in you too.

With support from the Director of Development & Communications, the Communications Manager will lead on planning and delivering communications to our various audiences, including potential and existing partners (corporates, HNWI's, other charitable foundations and statutory agencies) and grant seekers as a means of raising our profile as the go-to organisation for charitable giving and philanthropy advice in the East End.

You will play a crucial role in telling the story of the Foundation and the difference our funding is making to those experiencing hardship in East London. Your work will inspire potential supporters to help us tackle inequality locally.

Specifically, you will identify, write, edit, co-ordinate and publish content across various channels, including EECF's website, social media and print. In consultation with the senior management team, you will plan and implement communications and marketing campaigns to raise the organisation's profile while progressively improving our understanding of what works for our different audiences.

Key Responsibilities

Strategic Leadership

- Develop and deliver a clear and comprehensive communication strategy for the charity, covering the entire spectrum of disciplines including media and public relations, celebrity management, internal comms, marketing, digital and social media and production of materials
- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk
- Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice

Communications

- Produce creative, editorial and operational support for all communications including website, social media and press releases
- Lead on copy-writing and production of marketing materials and key publications including Annual Review
- Lead on marketing and communications for all events including guidance on messaging and writing speeches
- Build a resource of appropriate quotes, footage and images
- Regularly review our materials and make recommendations on requirements
- Build and maintain a library system for press cuttings, monitor cuttings and case studies

Digital

- Develop, manage and upload content for EECF's website
- Maintain social media accounts
- Plan and create multi-media communications materials
- Identify current stories or conversations to respond to / engage in

Press

- Create press releases and statements as needed
- Field inquiries from stakeholders including journalists, politicians and service users
- Develop relationships with target media representatives

Other

- Manage relationships with suppliers of services essential to communication work
- Manage any volunteers and interns to your team
- Establish and maintain a guide of processes and procedures for your work

Brand

- Ensure consistent branding is used
- Help maintain and build reputation
- Act as a brand champion
- Plan/create multi-media communications materials
- Maintain library system for press cuttings, monitor cuttings and report

Our Offer

- ✓ Salary of up to £35,000 (fte) depending on experience
- ✓ 35 hours full time, 2 days in the office, remainder home working (Wednesday fixed in office). Part time could be considered.
- ✓ 7% pension: 5.5% employer contribution and 1.5% employee, with no qualifying period
- ✓ 23 days (fte) annual leave, plus public holidays
- ✓ Annual performance award scheme
- ✓ Fantastic colleagues

Person Specification

We are looking for an individual experienced in the field of communications, some of which will have been gained in the charity sector. Demonstrable expertise in developing communications strategies across a range of channels, including traditional and social media, is essential.

You will also have experience of producing creative communications content for a range of audiences including business, wealthy individuals and the voluntary sector.

This role manages one member of staff in the position of Events and Communications Assistant. We are looking for an individual who will need to be an organised, pro-active team player able to respond willingly, flexibly and positively to unexpected changes or demands.