



## Job Description - Communications Manager

<b>Title:</b>	<b>Communications Manager</b>	<b>Location:</b>	Flexible but based at one of our regional offices: (Nottingham, London, Newcastle, Liverpool, Edinburgh, Southampton, Cardiff, Birmingham)
<b>Salary:</b>	£25,000-£28,000 per annum depending on experience and location	<b>Hours:</b>	Full Time. Open to conversations for 4 days.
<b>Reporting To:</b>	Head of Communications and Influence	<b>Start Date:</b>	Dec 2020
<b>About the role:</b>	<p>Safe Families believe no one should feel alone and that everyone deserves to belong.</p> <p>Safe Families is a registered charity consisting of a staff team of approx. 115 and 4,600+ volunteers. We offer hope, belonging and support to children, families and care leavers; we do this primarily, but not exclusively, with and through local churches.</p> <p>We are seeking a highly competent individual with the vision and skill required to help Safe Families communicate externally with a variety of audiences.</p> <p>This exciting new role will involve bringing energy, skill and vision to develop multiple communication streams for Safe Families. You will need to be organised, able to create and curate content and able to work with a wide range of people at all levels of the organisation.</p> <p>The candidate will need to demonstrate their commitment to the Safe Families values of:</p> <p><b>Love - <i>Loving abundantly</i></b> - Supporting with hope, generosity and dignity</p> <p><b>Belonging - <i>Building community</i></b> - Establishing positive relationships that bring security and connection</p> <p><b>Faith - <i>Trusting Boldly</i></b> - Believing lives can be transformed and in a God who can do more than we can ask or imagine</p> <p><b>Empowerment - <i>Enabling potential</i></b> - Confident everyone has the ability to thrive</p> <p><b>Humility - <i>Serving together</i></b> - We know we can't do it alone, so we invest in strong, honest and honouring partnerships</p>		



<p><b>Job Summary:</b></p>	<p>The Communications Manager role is key in helping us grow the scale and impact of our work. This is a new role, created at an exciting time of growth for us as we expand both geographically and also in terms of the reach and influence we hope to have across the UK.</p> <p>The Communications Manager will work closely alongside the Head of Communications and Influence, to develop a communications strategy, and to develop and deliver communication streams in line with the strategy and the Safe Families values. This role is a real mix of delivery of social media posts, email campaigns, printed materials and the development of social, email, web and other channels in line with Safe Families strategic priorities.</p> <p>You will work to understand our current practices and delivery obligations, build relationships across the charity and discover opportunities for growth. Your work will help Safe Families reach and engage more volunteers, more financial supporters and more people who want to support us in prayer. Ultimately helping to see more families receive support and a sense of belonging.</p>
<p><b>Work stream 1</b></p>	<p><b>Deliver External Communications Plan</b></p> <ul style="list-style-type: none"> <li>• Lead on delivering external communications plan. This plan includes a regular cycle of emails to volunteers, church leaders, financial and prayer supporters.</li> <li>• Develop use of direct mail within this communications plan.</li> <li>• Analyse and report on performance of communication plan</li> <li>• Develop email programme on Mailchimp to improve layout of emails to drive engagement</li> </ul>
<p><b>Work stream 2</b></p>	<p><b>Deliver and Develop Social Media</b></p> <ul style="list-style-type: none"> <li>• Develop and publish social media campaigns and content, assist in developing the social media strategy, and manage our social media pages and profiles to increase engagement</li> <li>• Interact with churches/church leaders/charity sector leaders on social media on behalf of Safe Families</li> <li>• Analyse and report on performance across National and Regional Facebook pages, Twitter and LinkedIn</li> <li>• Work with Regional Social Media champions to create internal engagement with social media</li> </ul>

<b>Work stream 3</b>	<b>Maintain and Develop Website</b> <ul style="list-style-type: none"> <li>• Maintain content on Safe Families website, ensuring it is up to date and relevant.</li> <li>• Create and publish content news/blogs/vacancies.</li> <li>• Work closely with IT and Solutions team to initiate and/or support any new web development initiatives</li> <li>• Analyse and report on traffic and conversion.</li> </ul>
<b>Work stream 4</b>	<b>Develop and Deliver Printed/Digital Materials</b> <ul style="list-style-type: none"> <li>• Ensure all printed and digital materials are up to date and follow Safe Families brand guidelines</li> <li>• Create new printed materials as required to meet business needs. This may mean design in-house or use external agency support.</li> <li>• Manage printed material ordering and stock with regional teams</li> </ul>
<b>Other Bits</b>	<ul style="list-style-type: none"> <li>• Work with Head of Communications to develop new photography and video content as required</li> <li>• Work on seasonal campaigns, ensuring delivery across all channels</li> <li>• Take part in team meetings and devotions</li> <li>• To participate in staff conferences, policy and practice development meetings and other relevant meetings as invited</li> <li>• To carry out any other reasonable tasks and activities appropriate to this post as directed by the Head of Communications and Influence</li> </ul>
<b>Desirable experience and attributes:</b>	<ul style="list-style-type: none"> <li>• Strong graphic design (Photoshop) and basic video editing skills</li> <li>• Web editing on Wordpress or similar platform</li> <li>• Experience using Mailchimp or similar email platform</li> <li>• Familiarity with platforms for scheduling, reporting, publishing, and analysing social media metrics</li> <li>• In-depth knowledge of communications best practice</li> </ul>

<b>Essential experience and attributes:</b>	<ul style="list-style-type: none"> <li>• In depth familiarity with Social Media Platforms – Facebook, Twitter, LinkedIn and Instagram</li> <li>• Exceptional English communication skills, both verbal and written, demonstrating consistent high standards of accuracy and clarity in written work</li> <li>• An excellent eye for, and commitment to, detail</li> <li>• Excellent organisational and time management skills</li> <li>• Excellent project management skills</li> <li>• Ability to make decision and take the initiative, as part of managing a complex and varied workload</li> <li>• Creative and a good idea generator</li> <li>• Able to work with a large degree of autonomy, taking a hands on approach to getting things done</li> <li>• A basic understanding of the UK church and charitable sector</li> </ul> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Experience managing digital campaigns on social media and email</li> <li>• Experience creating content in line with brand guidelines</li> <li>• Experience initiating and managing projects</li> </ul>
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**This post has the following special circumstances:**

Working weekends and evenings will occasionally be necessary.

**Screening:**

For Safeguarding reasons the candidate will be screened through an Enhanced DBS check.

**Occupational Requirement (OR):**

This post has been identified as having a OR to be filled by a Christian under the provisions of the Employment Equality (Religion and Belief) Regulations 2003 Section 7.