Communications Lead

Job Description & Person Specification

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| **Job title** | **Communications Lead** |
| **Reports to** | Director of Development |
| **Responsible for** | Line managing the Social and Digital Officer |
| Leading written communications both internally and externally (and with any affiliated partners to meet the needs of the charity) |
| Creating engaging marketing material and supporting with the implementation of the charity’s marketing strategy and/or development plans |
| **Salary** | £26,511 per annum + Benefits |
| **Contract** | Permanent |
| **Hours** | 37 hours per week to be worked flexibly to meet the requirements of the service |
| **Workbase** | Flexible – mix of homeworking plus some time at TLC Head Office: Floor 5, Trafford House, Chester Road, Trafford, Manchester with travel occasionally required |

**About TLC: Talk, Listen, Change**

We have been offering relationship services to individuals, couples, families and communities for over 40 years. In April 2017, we disaffiliated from a national organisation to form a new, independent, local charity: TLC, Talk, Listen, Change.

We offer counselling and therapy, domestic abuse services (specialising in working with perpetrators) and community programmes across the Northwest of England and beyond.

We have a team of over 140 staff, volunteering teams and 12 trustees. We doubled in size from 2017-2019 and with big ambitions were able to almost double again in 2020-2022.

We continue to expand our support services, with a focus on innovative projects, in a variety of communities where they are needed most.

Our mission is; Safe, Healthy & Happy Relationships

**Job Purpose:**

The Communications Lead will:

* Work with the rest of the Marketing Department to ensure the profile of TLC: Talk, Listen, Change is increased.
* Act as brand guardian within the business to ensure the brand is represented consistently and passionately by our colleagues and our partners.
* Deliver marketing campaigns that adhere to our brand guidelines and principles, strengthening the brand over time with every piece of activity we deliver.
* Take ownership and accountability for the execution of marketing activities according to agreed processes, on time, on budget and to high quality standards.

The Communications Lead will work closely with our Creative Design Lead, who leads all aspects of design across the organisation. The postholder will line manage a Social and Digital Officer this post is currently being recruited to). The structure is as follows:

Director of Development

3x Development Managers

**Communications Lead**

Creative Design Lead

Social & Digital Officer

Orange boxes mark the positions making up the Marketing Department

**Responsibilities**

**Copywriting and content creation**

* Produce compelling content for a range of audiences and platforms, including copywriting, marketing materials and direct mails (working with our Creative Design Lead), social and web content and assets, press releases, speeches, news articles.
* Develop creative ways for this to build brand awareness, market services and facilities, communicate programmes, activities, and impact.

**Media and PR**

* Lead on developing relations with media, generating and placing stories, and generating PR.
* Oversee the identification and management of reputational and other communications and marketing-related risks.

**Social channels**

* Use our social channels (along with the Social & Digital Officer) to create a brand engagement platform we can use to create and strengthen our relationships with customers, clients and other stakeholders.
* Collaborate with our staff teams to ensure all our engagements are on brand and on message.
* In line managing the Social & Digital Officer, have oversight of our social media accounts, website, The Fridge (intranet).

**Website**

* Take responsibility for the development and management of all written aspects of the website, including generating content, making improvements to functionality, maximising its potential and monitoring its performance.
* Analyse (alongside the Social & Digital Officer) and report on digital data from the website, Google Adwords and social media to ensure campaigns are generating a good return on investment. Adapt techniques and tools accordingly.

**Working with others**

* Work with the Development Managers to coordinate and write regular supporter newsletters, mailings, reports and other content to engage with relevant stakeholders.
* Work with the Creative Design Lead, prepare, monitor and report on the annual Marketing and Communications budget.
* Work alongside the Creative Design Lead and Director of Business Services to further develop our internal communications streams.
* Develop creative communications ideas and keep abreast of latest trends and innovations to help inform our plans.

**What we are looking for**

**Experience and knowledge**

* Degree or equivalent experience in a relevant field (e.g. marketing, media, journalism, PR, digital).
* Experience of creating marketing campaigns and communications for a range of target audiences, including PR, social media and written copy.
* Knowledge of the media landscape and experience of dealing with the press.

**Skills**

* Excellent attention to detail.
* Strong verbal and written communication skills for a variety of audiences and channels.
* Strong organisational and problem-solving skills and the ability to prioritise and meet tight deadlines.

**Qualities**

* Highly collaborative with the ability to build strong relationships, gain respect and build the credibility necessary to ensure project or task completion.
* Resilient, proactive and able to problem solve with complex sets of stakeholders to plan and deliver marketing activities.
* Able to work confidently on own initiative, to produce accurate work, seeking advice and guidance where required.
* Able to work flexibly.
* Committed to equality and diversity.
* An interest in the charity sector and demonstrable commitment to TLC’s charity mission.
* Willingness to work out of hours on occasion and be able to drive or travel to other locations as necessary.