

TLC Group

Communications Lead

Job Description & Person Specification

Job title	Group Communications Lead
Reports to	Group Marketing and Communications Manager
Responsible for	Leading written communications both internally and externally to meet the needs of the TLC Group
	Creating engaging marketing material and supporting with the implementation of the Group's marketing strategy and development plans
Salary	£28,398 - £34,266 per annum (subject to upcoming salary review) We offer flexible working arrangements, including hybrid working, condensed or part-time hours, job share and other flexible approaches to support people to work in ways that help them perform at their best.
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

TLC: Talk, Listen, Change is the UK's leading relationships charity, supporting people to build and maintain safe, healthy, happy relationships.

We equip people with the skills and knowledge to understand what good relationships are and empower them to navigate crisis, abuse, and relationship breakdown.

We champion good relationships through therapeutic wellbeing, family mediation, and domestic abuse prevention and support services. We work with adults, young people, families, and communities.

Our programmes support people to feel socially connected and resilient in the face of difficult life circumstances. We are flexible and adaptive to the changing landscape of wellbeing needs.

In 2024 we set up our first commercial subsidiary, Now You're Talking, and late last year we welcomed a second subsidiary into our family: Relationship Works. Both are wholly owned

by TLC. These two subsidiaries and TLC: Talk, Listen, Change Charity make up the TLC Group.

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

Job Purpose

The Communications Lead will:

- Build brand awareness and help to ensure the TLC: Talk, Listen, Change Group brands are accurately and consistently represented at all times. In particular, ensure consistency in messaging and tone of voice for each brand and when communicating about the Group as a whole.
- Communicate effectively with our stakeholders (customers for our commercial subsidiaries plus funders, commissioners, supporters, partners and the public for the charity) to strengthen our relationships with them, creating high quality and engaging copy, marketing collateral and communications.
- Lead all internal communications across TLC, crafting clear, useful, positive and supportive information for our staff, volunteers and Board.
- Extend the TLC Group's reach across the UK by delivering marketing campaigns that adhere to our brand guidelines and principles, strengthening our reputation over time with every piece of activity we deliver.
- Working with the rest of the Marketing (and wider Development and Partnerships) Department, take personal 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 particularly closely with our Creative Design Lead, who leads all aspects of design across the organisation.

Key Responsibilities

Copywriting and Content Creation

- Lead the creation of compelling written copy and marketing assets for a range of audiences and platforms to support the needs of colleagues across the TLC Group – including but not limited to:
 - Engaging, persuasive and impactful sales pitches and proposals
 - Annual report
 - Case studies
 - Key messages
 - Quotes
 - Digital and printed collateral
 - Social and web content and assets
 - Press releases
 - Speeches
 - News articles and other marketing materials
- 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.
- Create media content including stories for press and publications
- Contribute to the identification and management of reputational and other communications and marketing-related risks.

Social channels

- Create engaging and relevant written content for social media that helps grow our following and boost our reputation.
- Collaborate with our staff teams to ensure all our engagements are on brand and on message.

Website

- Take responsibility for the development and management of all written aspects of the website, including generating content, maximising its potential and monitoring its impact.

Fundraising and Influencing

Work with the Development Team to:

- Produce regular supporter newsletters, mailings, reports and other content to engage with relevant stakeholders
- Lead the development of messaging, copy and content to support fundraising propositions, campaigns and events
- Help create and test high-level campaign / proposition messaging and lead the development of supporter copy for a range of applications and channels
- Create impactful and persuasive pieces to support with influencing.

Internal Communications

- Work alongside the Creative Design Lead and Director of Business Services to further develop our internal communications streams.
- Craft organisation-wide announcements and produce organisation-wide communications in the form of (including but not limited to):
 - Newsletter
 - Lunch and learn sessions, with an aim of 6 taking place each year
 - Podcast (aim of once a month)
 - You Said, We Did communications
 - CEO video messages
 - Updates on staff group / network activities
 - Internal events, including town halls and 'coffee and cake'
- Support with the organisation of our annual TLC Group staff conference.

General

- Ensure marketing collateral is compliant, factually correct and internal charity practices are followed (e.g. GDPR, photo consent, claim substantiation, budgeting).

- Work with the Group Head of Marketing, Marketing Manager and Creative Design Lead to prepare, monitor and report on the annual Marketing and Communications budget.
- Develop creative communications ideas and keep abreast of latest trends and innovations to help inform our plans.

Person Specification

Experience and Knowledge

- Experience in a relevant field (e.g. marketing, media, journalism, PR, digital).
- Expertise in creating very high quality written copy which is engaging, clear and impactful.
- Understanding of how to create marketing campaigns and written communications for a range of target audiences, to deliver a range of outcomes e.g. fundraise, persuade, convince, raise awareness, sell.

Skills and Abilities

- 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.
- Able to think creatively and from a wide range of different perspectives.
- Able to work confidently on own initiative, to produce accurate work, seeking advice and guidance where required.
- Able to work flexibly.

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.
- Committed to equality and diversity.
- Interested in the charity sector and demonstrable commitment to TLC's charity mission.
- Willing to work out of hours on occasion and be able to drive or travel to other locations as necessary.