

Kingston Voluntary Action

Communications Manager

|  |  |
| --- | --- |
| Hours per week | 28hours |
| Salary: | £26,453 (WTE £33,066) +3% pension contribution |
| Reporting to: | Chief Executive Officer of Kingston Voluntary Action |

**Main Purpose of the job**

To lead on an impactful communications and marketing strategy supporting Kingston Voluntary Action’s vision and mission and successful delivery of infrastructure support to Kingston’s Voluntary, Community and Social Enterprise (VCSE) sector. Key objectives include raising KVA’s profile, disseminating relevant news and campaigning on sector issues via a range of channels and to a range of stakeholders, including other local VCSE organisations, statutory services and the wider community.

**Main Duties and Responsibilities:**

* Proactively promote the VCSE sector and KVA by sourcing and developing stories and case studies
* To work with KVA staff to gather relevant national, regional and local news create, write and circulate regular KVA e-bulletins
* To oversee KVA’s website administration ensuring that information is up-to-date and accurate and develop new functions and features as required
* To maintain and promote the KVA ‘corporate identity’ ensuring it is reflected across print and electronic media
* Work with projects that are part of the KVA family, providing advice and guidance on their marketing and ways to cross-promote different projects
* To work with other members of staff on KVA events and training ensuring that marketing information and display materials are created and events and training promoted widely
* To lead on ensuring KVA remains GDPR compliant
* Overall responsibility for maintaining KVA’s database, Simply Connect, ensuring it is fully embedded in the organisation including supporting and training KVA staff as necessary
* Use the database to support monitoring and evaluation including performance against Key Performance Indicators and compiling reports to commissioners
* Review and further develop KVA’s internal and external Communications & Marketing strategy
* To write, edit and produce key publications in a range of media e.g. annual report

**Connected Kingston responsibilities –** The post is part-funded through our Connected Kingston contract by Public Health, Kingston Council and this requires a focus on:

* Supporting the promotion of Connected Kingston (social prescribing platform) to the voluntary and community sector
* Working with colleagues from Kingston Council and other stakeholders to design and deliver a public facing campaigns for Connected Kingston
* Leading on ongoing communication with Connected Kingston stakeholders, including shaping messages, supporting events and writing monthly briefings
* Working with the Connected Kingston Programme Manager on delivery of the Health and Wellbeing Network and disseminating relevant news to network members through monthly e-bulletins
* Managing communications budget
* Representing the sector on the South London Health and Care Plan Communications group
* Creating and planning social media campaigns including creating and editing film and graphic content.

**General Duties**

* Attend Managers and Staff meetings
* Carry out additional tasks that may be required from time-to-time in order to achieve agreed project outcomes and outputs and personal targets agreed with the Line Manager
* Undertake training and constructively take part in meetings, supervision, seminars and other events and to assist with the effective development of the post
* Carry out responsibilities/duties within the framework of KVA’s Equal Opportunities, Health and Safety and other policies and relevant legislation at all times
* Develop excellent working relationships with staff of all KVA teams and volunteers across the organisation

**This job description will be subject to regular review and adjustment.**

**Person Specification**

**(All ESSENTIAL unless shown as DESIRABLE)**

|  |  |
| --- | --- |
|  | **Method** |
| **Education** |  |
| Educated to degree level or equivalent | Application |
| **Experience** |  |
| At least 3 years’ experience in communications or marketing roles | Application/Interview |
| Experience in managing and updating websites | Application/Interview |
| Experience of managing a CRM or database | Application/Interview |
| Experience of managing budgets (DESIRABLE) | Application |
| Experience of working as part of a team | Interview |
| Experience of working with the voluntary and community sector (DESIRABLE) | Application/Interview |
| **Skills, Knowledge and Abilities** |  |
| Excellent Microsoft Office application skills; Office 365 and other tools that can help productivity and reach | Application/Interview |
| Competent with using Mailchimp (or similar platforms) | Application/Interview |
| Confident communicator with exceptional writing and editing skills | Application/Interview |
| Good design skills and ability to create engaging and accessible content | Application/Interview |
| Meticulous organisation with attention to detail | Application/Interview |
| Ability to work in a fast-paced environment, prioritising workload accordingly and working effectively to deadlines | Application/Interveiw |
| Pro-active, self-motivated and innovative | Interview |
| Good knowledge and experience of using social media and creating film content | Application/ Interview |
| Knowledge of Data Protection Act (DPA) 2018 and the EU General Data Protection Regulation (GDPR) 2018 | Application/Interview |
| A full commitment to equality of opportunity with practical ideas for its implementation within the scope of the post | Application |