

Kingston Voluntary Action

Communications Manager

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

**Main Purpose of the job**

Across the Royal Borough of Kingston upon Thames there are hundreds of charities, community organisations, social enterprises and faith groups dedicated to making Kingston a better place to live, learn, work and sometimes just get by. Despite the borough’s leafy, riverside profile, many of the most vulnerable Kingston residents have been hit disproportionately hard by the pandemic. It is our smallest charities and community groups that have stepped up to keep the borough moving, safe, fed, and hopeful.

Kingston Voluntary Action has been by their side every day, offering networks, advice, key connections and ensuring their stories are heard. Which is where you come in!

You will be a warm confident communicator, equally at ease networking with Councillors and council officers and when interviewing a volunteer at your local foodbank. You will be responsible for creating content and managing promotion across all of our digital and traditional communication channels, bringing our work and that of the sector to life through compelling storytelling, and well executed campaigns, and by continuing to increase engagement with our key audiences. You will be pivotal in creating a fresh, workable communications strategy that will be the bedrock of how we inform, shape and motivate strong local partnerships.

You will also understand the importance of prevention in helping people lead healthy, happier lives and have passion for enabling those in most need to connect with services in the borough through our social prescribing platform Connected Kingston.

You will be joining a small, but experienced and passionate KVA Team whose goal is to enable voluntary and community organisations in the borough embrace new ways of working and continue to thrive through challenges we are facing at the moment.

**Main Duties and Responsibilities**

* Create and lead on a new communication strategy and measurable plan that backs the organisation's strategic objectives, demonstrating our impact and showcasing the sector
* Create, write and publish engaging content across a range of communications platforms, including social media, email, newsletters, articles, graphics, and videos
* Proactively promote the local voluntary, community and social enterprise (VCSE) sector by sourcing and developing stories that others can follow by example
* Plan, develop and deliver multi-channel marketing campaigns for KVA training and events, networks, and other offers, including consultancy
* Lead on marketing and communications for Connected Kingston (CK), the borough social prescribing platform, working closely with the Programme Manager.
* Curate, write and share regular and ad hoc e-news from national, regional and local news, working alongside staff and partners, sifting complex information and delivering with clarity of message
* Work with colleagues across the KVA staff team to practically deliver KVAs communications plan, inspiring confidence in them to clearly articulate KVA’s brand
* Promote KVA’s family of projects as part of the KVA brand, advising them on marketing and communications where appropriate
* Write, edit and produce key publications in a range of media e.g. annual report and impact report
* Maintain and promote the KVA brand, ensuring it is reflected across print and electronic media
* Oversee KVA’s website ensuring that information is up-to-date and accurate, and developing new functionality and features as required
* Leading on the development and maintenance of KVA’s database, Simply Connect, ensuring it is fully embedded in the organisation including supporting and training KVA staff as necessary
* Compile reports for commissioners against Key Performance Indicators
* Lead on ensuring KVA remains GDPR compliant

**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 assist with the effective development of the post
* Carry out responsibilities/duties within the framework of KVA’s policies and procedures
* 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)**

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|  | **Method** |
| **Education** |  |
| Educated to degree level or equivalent | Application |
| **Experience** |  |
| At least three years’ experience leading or managing communications across an organisation to further organisational objectives | Application/Interview |
| Experience of managing and delivering digital communications, including social media to maximise reach and engagement with diverse audiences | Application/Interview |
| Recent experience in managing and updating websites | Application/Interview |
| Experience of managing a CRM or database | Application/Interview |
| 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** |  |
| Confident communicator with people at all levels and the ability to cultivate strong relationships | Application/Interview |
| Content creation skills including copy writing, graphic design and video-making | Application/Interview |
| Excellent office suite skills e.g. Office 365 or Google Workspace that can enhance productivity, reach and collaboration | Application/Interview |
| Excellent digital communications skills including platforms such as Mailchimp and Twitter | 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/Interview |
| Pro-active, self-motivated and innovative | Interview |
| Knowledge of data protection best practice and the UK General Data Protection Regulation (GDPR) | Application/Interview |
| A full commitment to equity, diversity and inclusion with practical ideas for its implementation within the scope of the post | Application |