

Job Description & Person Specification

Position:	Communications Manager	Location:	Home-based (based in UK), with regular meetings in London and occasionally Camberley and other locations as required
Reports to:	Stronger Together Managing Director, RRT/Clearview/Fast Forward Managing Director	Date:	July 2019
Reports:	Stronger Together Communications & Marketing Officer (part-time)	Salary:	£28,000 - £32,000 gross per annum, depending on experience

Job Purpose:

To manage the development and implementation of the marketing and communications strategy for Stronger Together, and the Responsible Recruitment Toolkit (RRT), Clearview and Fast Forward programmes. Working with the Managing Directors of Stronger Together and RRT/Clearview/Fast Forward on brand development and encouraging good business practice regarding tackling modern slavery in supply chains and responsible recruitment. The Communications Manager will improve and increase engagement with the existing networks of the organisations and drive the positioning and promotion of the brands, resources and good practice across new sectors in the UK and globally. The role involves developing and maintaining good working relations with subcontractors and consultants.

Duties and Responsibilities:

- 1. Communications and Marketing Strategy** – To develop a communications and marketing strategy including traditional and social media together with the Managing Directors and the Programme Managers for Stronger Together's sector and country programmes for existing network and reaching new audiences. To develop quarterly communications plans based on this and coordinate implementation with the team and external stakeholders.
- 2. Content** – Plan and develop a range of engaging content for use across different channels including case study stories, website news and blogs, images and video. To deliver the communications support for all team members (currently based in the UK, USA, South Africa and Spain) regarding the development, implementation and dissemination of communications content, case studies, research findings, resources, tools, and evaluation reports regarding all programmes, for use both inside and outside the organisation, to share our resources, knowledge and good practice in the UK and globally.
- 3. Design and branding quality management** – To ensure all design, visual identity and messaging are effectively managed and that all marketing and communications produced by the team, partners, consultants and others are in accordance with the initiatives' brand guidelines. To ensure all online and offline communications and marketing materials (from leaflets and presentations to letter headed papers) are of the highest possible quality, with compelling content. To liaise with the design subcontractors on the design of new materials and updates of existing materials, and where appropriate to deliver updates of designed materials.

4. **Website** – To work with the Managing Directors on continuous review and updates of the websites (content, design, functionality). To maintain/update the websites' content. To liaise with the sub-contracted company on design and technical website maintenance and updates.
5. **CRM** – To lead on the optimisation of the use of the CRM system, in particular regarding communications and marketing purposes, including review of CRM system, automatization of manual procedures, identification and coordination of training needs of team members.
6. **Media** – To be the main point of contact for media enquiries. To write press releases. To develop and implement media strategies to position the initiatives' brands and key messages in print, online, broadcast, radio and other media.
7. **Monitoring and Evaluation** – To analyse and monitor the initiatives' communications and communication platforms (e.g., website, social media platforms, email newsletters) and engagement with our audience and make recommendations to improve the reach and relevance of communications. To monitor and feedback on outcomes from communications campaigns. Adapt Communications and Marketing strategy based on M&E findings.
8. **Stakeholder Relations** – To build and maintain successful relationships with relevant sub-contractors (e.g. website, design, database, email system, e-learning) and consultants to ensure excellent quality and cost-effective service delivery. To participate regularly in monthly project sponsor calls and bi-annual meetings. To work with Programme Manager's to build capacity regarding communications with delivery partner organisations in other countries. To develop a joint marketing strategy with the e-learning sub-contractor regarding the e-learning modules and lead on implementation.
9. **Resources Development** – To provide input in Terms of Reference documents for research and new resources. To coordinate the support required for team members and consultants with the development of other new online and offline resources when required. To coordinate updates and quality control of existing resources internally and with sub-contractors.
10. **Internal Communications** – To work with the Managing Directors on effective internal communications systems/procedures.
11. **Management** – To line manage the Stronger Together Communications and Marketing Officer (part-time).

Other

12. **Representation** – To professionally present, represent and advance the position of Stronger Together at various stakeholder meetings and events.
13. To deliver excellent customer service and undertake assorted tasks as arise from time to time and other reasonable duties and responsibilities as may be required.

Person Specification

Criteria	Essential	Desirable
Qualifications		Relevant professional marketing or communications qualification
Knowledge	<ul style="list-style-type: none"> Knowledge of different social media platforms and how to utilise them to their full potential 	<ul style="list-style-type: none"> Good understanding of both not-for-profit sector and private sector Good understanding of modern slavery and ethical trade Good understanding of how international supply chains work
Experience	<ul style="list-style-type: none"> Minimum of 4 years' experience in communications Experience scoping, planning and delivering communications strategies Extensive experience writing and promoting content across a range of digital and traditional platforms Experience of working with and on websites and databases Proven track record of delivering against set communication targets and unexpected communication demands Proven track record of using online communications and social media channels to drive engagement 	<ul style="list-style-type: none"> Experience of working on communications for/with businesses on ethical business behaviour/human rights, either working internally within a business or externally in partnership (e.g. not-for-profit organisation) or on a consultancy basis Communications experience in an international organisation Experience of delivering training to staff on communications including CRM use for communications/marketing purposes Experience of managing team member/s'
Skills	<ul style="list-style-type: none"> Excellent English-language writing and editing skills and ability to produce engaging content A confident communicator able to adapt tone of voice and style to the audience Positive can-do attitude and remaining resilient and flexible Self-starter and self-sufficient but able to work with different teams across the organisations Strong problem-solving ability, with the ability to think creatively and be comfortable with complexity Determined and tenacious, persistent and focused on the end results Excellent time management, attention to detail, and multi-tasking skills Comfortable working under pressure and to demanding deadlines 	<ul style="list-style-type: none"> Design skills Spanish language skills

<p>Attributes</p>	<ul style="list-style-type: none"> - Positive, with a solutions-focused approach - Hardworking: as small not-for-profit organisations, our success depends on the hard work of all our people - Creative - Resourceful: we always look to find new ways of stretching resources further - Practical: 'hands on' and the ability to move seamlessly between strategic thinking and operational delivery and contribute to both - Reliable: this is a critical post with responsibility for the organisational internal and external communications and maintaining the member database - Committed to excellence and good practice - Flexible approach to working, meeting deadlines and taking responsibility for work - A strong and demonstrable commitment to the aims and values of the organisations - Attention to detail whilst retaining sight of the bigger picture 	
<p>Circumstances</p>	<p>Willing and able to work remotely</p>	