**Job Description**

**Communications Manager**

We help young people avoid homelessness across North and East Yorkshire by offering a place to stay in the homes of volunteers, keeping them safe at a time of crisis. We support them to change their lives and build a positive future. Our ambition is that those we help never face homelessness again.

**Job Purpose and Summary**

The Communications Manager plays a key role in gaining the support of the community for our work. The postholder will create compelling and creative communications content and strategies that inspire people to engage with and support us, using the full communications mix including digital and social media.

The postholder is a member of the Senior Management Team and contributes to the strategic management of the Charity.

**Reporting to:** Director

**Direct Repots:** Communications Coordinator (0.61FTE, pending appointment)

**Job Duties and Responsibilities**

**Managing** **Communications**

* Support awareness raising, volunteer recruitment and fundraising activities across the Charity, through planned marketing and communications activities
* Lead on the development and implementation of marketing plans designed to support the strategic objectives of the Charity.
* Manage the production of all marketing collateral including web, email, print and social media.
* Commission and manage the provision of ‘bought-in’ services such as PR, design and print from specialist agencies
* Manage media relations: overseeing all press releases and handling of media enquiries and developing relationships with local media
* Lead on development of the SASH brand.
* Lead on internal communications

**Team Management**

* line manage and supervise the Communications Coordinator through day-to-day supervision, support, appraisal and team meetings
* To ensure that the team meets targets and deadlines
* To ensure that the team works effectively in partnership with other SASH teams.

**General duties**

* Contribute to the management and development of SASH at a senior level including the development and implementation of strategy and business planning.
* Attend regular team meetings and supervision.
* To ensure that all departmental expenditure is properly authorised and accounted for
* Undertake training and development opportunities as identified in personal development planning.
* Other duties relevant to the organisation as may be identified from time to time by the Director

**Pay and Conditions**

This is a part-time post for 22.5 hours per week. Standard office hours are 9.00- 17.00 Monday to Friday, but the role will entail occasional evening and weekend work, with time off in lieu being available.

The post has been evaluated at points scale 330-349 in the SASH Job Evaluation System. SASH will make a pension contribution of 9% gross annual salary into the SASH Company Pension scheme. Holiday entitlement is 28 days per year plus statutory holidays pro rata.

**Person Specification:**

| Qualifications | * A relevant first degree or demonstrably qualified by experience.
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| Experience | * Experience of managing communications for small organisations, ideally in the charitable sector.
* Experience of producing high quality marketing and publicity material covering the full spectrum of communications channels (Web, media, print, social media).
* Experience of commissioning and managing external agencies, including creative and PR/ media agencies
* Experience of managing and developing brand assets
* Experience of managing a small team
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| Skills & Abilities | * Skilled in producing high quality and impactful copy for the full range of communications channels
* Excellent oral and written communication skills
* Highly computer literate in all Microsoft office applications (e.g. Word, Outlook, Excel,)
* Able to write specifications and project briefs for external creative and PR/ media agencies.
* Able to implement effective systems for measuring the impact of campaigns and integrate learning into future plans
* Able to work unsupervised and make responsible decisions when necessary
* Excellent time keeping, reliability and personal organisation skills
* Understanding and empathy of issues faced by young people
* Understanding of data protection requirements & confidentiality issues in the context of SASH’s work.
* Positive, service-oriented and helpful inter-personal communication
* Committed to working within an Equalities framework
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| Personal Circumstances | * Able to work occasionally in the evening and weekends
* Willingness to undertake training as identified.
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