

Job Description

Job title: Communications Manager (Education, Culture & Place)

Reporting to: Senior Communications Manager

Location: London with option for hybrid working

Contract: 12 months fixed term

Hours: Full time (35 hours per week)

Salary: £33,770 - £40,184 (depending on experience)

We are looking for a Communications Manager to develop and deliver our existing Communications Strategy, with specific focus on A New Direction's schools, cultural sector and place-based programmes.

About Us

A New Direction is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities - from childhood, through school years and into employment.

We're a small, tight knit organisation who pride ourselves on our open and supportive working culture. We aim to provide a positive and welcoming working environment where all staff can bring their whole selves to work. A New Direction is committed to equal opportunities and values diversity in its workforce.

Our Values

Our values are embedded in how we work with young people, partners, funders and as a team. They are:



Equity



Connectivity



Trust & Respect



Creative Culture



Kindness

Find out more about our values here: <http://www.anewdirection.org.uk/values>

About the role

We are looking for a Communications Manager to develop and deliver our existing Communications Strategy, with specific focus on A New Direction's schools, cultural sector and place-based programmes.

We want to find ways to tell our story most effectively, make connections, build networks, raise our profile and build our reputation with partners, funders, as well as our audience of schools, creative and cultural organisations, local cultural education partnerships, place-based partners, and creative young people looking for work, training and opportunities.

We have an ambitious and varied programme and the post holder will take on responsibility for the communications planning and coordination on a number of projects, helping to build new systems and ways of working, connected to digital and blended models of delivery.

We want to find new ways to engage our audiences and tell our story, introducing new processes for data capture and analysis to better understand our audiences, and work with the team to develop new creative formats for delivery,

The role will support our focus on improving internal communications to ensure all staff are better supported, connected to each other and to our vision, mission and values.

We need someone with strong B2B, charity or creative sector communications experience, who is values driven, identifies with our ethos, and can work collaboratively within a small and busy programme team who are delivering complex programmes with multiple stakeholders, partners and funders.

Line managed by the Senior Communications Manager as part of our Communications, Operations and Development Team, the post-holder will work closely with the Marketing and Engagement Manager (Employment and Skills), collaborating with communications and programme colleagues across the organisation, connecting and planning within the wider context of A New Direction's work.

Key Responsibilities

- **Strategy and planning** - to develop and deliver a communications strategy for A New Direction's schools, cultural sector and place-based programmes, planning and co-ordinating activity across a range of programmes with multiple stakeholders, partners and funders
- **Content creation** - to develop our suite of creative assets and explore new formats to communicate our work, with a focus on digital delivery alongside managing our website, e-comms, social media
- **Business development** - to support both our business planning and fundraising goals, working with the Senior Communications Manager to feed into a cohesive approach to communications across A New Direction

- **Internal Communications** – working with colleagues to reinforce our values and organisational culture, increase information flow and sharing updates across the team, ensuring a consistency of messaging and feeding into the overarching narrative of the organisation, and reinforcing the message that we are 'one organisation'.
- **Press / PR**— working with partner organisations and A New Direction's Senior Communications Manager to increase A New Direction's PR output, to complement relationships with national, local and trade media and broadcast, bloggers, influencers and networks to increase our media coverage and raise our profile
- **Brand development** - to work with communications colleagues to build and grow A New Direction's brand, and sub-brands, developing clear narrative and messaging, ensuring consistency and adherence to brand and visual guidelines
- **Managing agencies and suppliers** - to work with freelancers and external suppliers, including printers and designers, to develop marketing materials that adhere to the brand and visual identity. Also producing branded materials in-house as required.
- **External relations** - To represent A New Direction externally, attending meetings, developing and delivering presentations, and networking at events and conferences.
- **Web content and development** - to lead website content and development for A New Direction, working with the Senior Communications Manager, the Communications Manager (Employment and Skills), and external web agencies and developers to progress, improve and update our online platforms.
- **Social Media** – to continue to build on and engage relevant audiences through existing social channels, e.g. twitter, instagram, LinkedIn. To be abreast of new social channels and be an early adopter for emerging channels that will increase audiences across our programmes.
- **Ecommunications** - to plan and co-ordinate regular, targeting ecomms campaigns to segmented audiences, increasing sign-ups and click through rates to drive engagement
- **Community Building** – to build and bring together existing networks, online communities and platforms via one unified digital offer, with a particular focus on the development of LookUp and its integration with other systems and platforms.
- **LookUp** – to develop and scale the LookUp platform, as part of a unified digital offer, working with partners and stakeholders to populate content, communicate the offer, and build functionality based on user feedback

- **Impact** - to prepare communications reports, including impact reporting, web and social media analytics, press and media monitoring, as well as evaluation on communications-led stakeholder events.
- **Data and compliance** - to maintain an overview of A New Direction's CRM system, co-ordinating Salesforce development and reporting, and providing support to the team. To manage A New Direction's image and film bank, ensuring and tracking consent and IP relevant information in line with GDPR.
- **Finances** - to monitor the effective use of budgets across the programme, and work with the finance team to process contracts and purchase orders
- **Line management** - the Communications Manager line manages our Communications Coordinator, Education Culture and Place

This is a description of the role as currently presented.

The role and responsibilities are subject to change through scheduled review and discussion with the post holder. All staff must ensure A New Direction's policies and procedures are adhered to, including safeguarding and health and safety

Person specification

Skills

- Strong and clear verbal, written and visual communication skills
- Good interpersonal skills and with the ability to communicate well with a wide range of people
- Ability to plan strategically, combined with well-developed creative skills, with the ability to think laterally and innovatively
- Excellent administrative and organisational skills
- Project planning skills, including the ability to meet multiple deadlines, to keep to budget and to achieve project objectives
- Editing and proof-reading skills
- Able to work with accuracy and attention to detail
- Ability to research information from a wide range of sources
- Report writing skills
- Strong line management and delegation skills
- Understanding of data protection practise and GDPR compliance
- Knowledge of office systems and procedures

Experience

- Experience of working with web CMS
- Experience of working with social media platforms and tools
- Experience working with analytics, both web and social media
- Experience of developing and delivering PR, communications or marketing strategy
- Experience and a track record of driving PR campaigns, developing media relationships and generating coverage
- Working knowledge of Microsoft Office, Adobe Creative Cloud (e.g., Photoshop, Indesign) and other computer software
- Experience of working with a wide range of stakeholders, managing complex and potentially sensitive relationships
- Experience of event planning and management
- Experience of the management and control of budgets
- Experience of collecting high quality evaluation evidence
- Experience of managing staff and freelancers

Approach

- Able to work well as part of a busy team and keen to take on new challenges.
- Able to work independently and prioritise workload

- Is approachable, tactful and professional and has a high degree of integrity
- Committed to the vision, mission and values of A New Direction
- Committed to working in an environment which values and celebrates diversity
- Exhibits a passionate interest in, and commitment to, the best outcomes for children and young people
- Displays a commitment to Continuing Professional Development (CPD)
- Is outcomes orientated and solutions focused
- Displays a commitment to developing innovative and flexible ways of working
- Exhibits an interest in creativity and creative learning
- Has an interest in arts education, creative and cultural education

A New Direction is committed to equal opportunities and values diversity in its workforce.

A New Direction is committed to implementing safeguarding through safer recruitment. All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references and be eligible to work in the UK.

Special Conditions

There will be occasions when this role may be required to work unsocial hours including evenings and weekends. We operate a TOIL (time off in lieu) system.

A New Direction has two great spaces: one at 50 Worship Street near Moorgate and Liverpool Street stations, the other at the Good Growth Hub in Hackney Wick.

This role is open to remote/hybrid working. We encourage members of the team to spend at least 50% of their working hours based in one of our workspaces but are flexible to other arrangements if required.