



Communications Manager Job Description

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| Job Title: | Communications Manager |
| Team: | Engagement |
| Salary: | £35,000 per annum |
| Hours of Work: | 37.5 hours per week This will include working some unsociable hours including evenings and weekends for events. |
| Annual leave: | 28 days plus bank holidays |
| Location: | Milton Keynes, with flexible working |
| Contract Type: | Permanent |
| Reporting to: | Director of Engagement with a dotted line to the Chief Executive |
| Experience/Qualifications Required: | <p>A degree and marketing qualification, and/or relevant experience with exposure to a mix of third sector/private sector roles</p> <p>Demonstrable experience of developing and implementing an integrated communications strategy encompassing PR, marketing, multi-media and on-line</p> <p>Evidence of having implemented a digital strategy and understanding of social media strategy</p> <p>Ability to analyse and report on communications impacts and engagement</p> <p>Some knowledge or awareness of neuro degenerative diseases a definite plus.</p> |

About Us

PSP & CBD are rapidly progressing neurological conditions caused by the premature loss of nerve cells in certain parts of the brain. Like many other chronic conditions there is currently

no cure for PSP or CBD. However many of the symptoms can be managed to help people achieve the best possible quality of life.

PSPA is a national, neurological charity currently based in Milton Keynes. Since 1994 we have been providing information and support to people living with PSP & CBD. We also raise awareness of the conditions amongst health & social care professionals, and fund research into diagnosis, treatments and ultimately, a cure. We rely entirely on voluntary donations with a forecast income this year of £1.5 million.

We are currently in touch with approximately 2,000 people living with PSP & CBD, and in addition, approximately 12,000 others registered as health & social care professionals, carers, supporters, volunteers or fundraisers. We run a Helpline service, which is a mix of employed staff at our HQ, and volunteer supporters in the evening.

As PSPA is the only charity supporting people with these conditions in the UK, we will continue to provide support through our fundraising, volunteering and support networks.

Objectives

The post is required to:

- Produce integrated communications strategies
- Manage PSPA's PR and marketing outputs including developing relationships with local and national media
- Produce engaging new material and updates to our social media accounts
- Manage relationships, and work with the charity's print and design suppliers
- Analyse and assess the impact of PSPA's communications

Key Duties and Responsibilities

- Work with the Director of Engagement to develop and implement a communications strategy that integrates engagement and the forthcoming digital strategy across multiple media types
- Coordinate and provide new material for posts to PSPA's social media accounts
- Provide reporting on supporter engagement with communications activity, analysing the outputs to devise strategies that will ensure continuous growth in engagement with posts, PR and marketing communications
- Build relationships with colleagues and support them to produce newsworthy material to help raise awareness of PSPA
- Maintain and manage the charity's 'House style guidelines', ensuring compliance across the organisation
- Write feature articles for PSPA Matters, the charity's magazine
- Support the fundraising team in developing innovative literature to support campaigns, appeals and applications to trust funds and foundations
- Working with our stakeholders to develop a library of case studies for social, magazine, and website publication
- Working with the CEO, provide communications support to help with the development of an international alliance of PSP & CBD associations
- Represent PSPA at communications, and other events, as required

Person Specification

| | Essential | Desirable |
|---|-----------|-----------|
| Degree qualification (preferably in Marketing, Media, Communications or Journalism) | ✓ | |
| Relevant experience with exposure to a mix of third sector/private sector communications roles | ✓ | |
| Have an excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of an organisation | ✓ | |
| Have a good understanding of social media and the impact technology is having on communications and collaboration | ✓ | |
| A analytical, strategic and creative thinker with proven experience of working on diverse and wide ranging communication strategies including all forms of media audience | ✓ | |
| Evidence of experience in the development and implementation of communications strategies | ✓ | |
| Experience of measuring the impact of communications products and changing strategies as a result of the findings | ✓ | |
| A natural collaborator who will seek to consult on major decisions with the people affected by those decisions | ✓ | |
| Experience of the ability to establish rapport and build relationships with a wide range of audiences including those at a senior level | ✓ | |
| Strong IT skills and experience with MS Office products | | ✓ |
| Knowledge of PSP CBD or other neuro-degenerative diseases | | ✓ |
| Understanding of and a commitment to equal opportunities and inclusion | ✓ | |

Corporate duties

1. Be an effective member of the management team, providing leadership and displaying behaviours that will contribute to a confident, cohesive leadership and management structure in PSPA
2. Set a clear direction for the organisation by fully embracing and implementing the Strategic Action Plan objectives
3. Ensure that confident professional relationships are built and maintained with staff and Trustees
4. Develop and embed a performance culture that delivers results through rigorous open challenge, personal accountability, disciplined execution and continual improvement
5. Ensure full compliance with Health and Safety and associated workplace legislation
6. Ensure compliance with GDPR, data protection and information security and management requirements
7. Promote the vision and goals of PSPA.