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**Communications Manager**

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| Job Description |

**Salary:**  Band £30,000-£35,000 per annum

**Contract length:** 1 year fixed term with the potential to be extended. Full Time 35 Hours a week.

**Location:** At Thames21 offices and home working.

**Thames21**

Thames21 is an environmental charity putting healthy rivers at the heart of community life. Through environmental improvements, education, research and advocacy efforts we inspire and influence effective and lasting change by working hand-in-hand with communities to deliver tangible and measurable improvements for urban rivers. [www.thames21.org.uk](http://www.thames21.org.uk) | Registered Charity No. 1103997

We require an enthusiastic, creative, social media savvy and reputation-building communications professional. This position is an exciting opportunity to lead on developing and delivering our Communications Strategy.

Thames21 recognises the positive value of diversity and we welcome and encourage job applications from people of all backgrounds

**Purpose of Job**

You will need to be passionate about our Cause and able to engage and excite key audiences as the lead on delivering public-facing communications for the charity - liaising and empowering teams across the organisation, whilst enabling a consistent and effective approach to branding, activities, media relations and internal communications across Thames21.

**Main duties and responsibilities**

* Develop, introduce and embed an effective and efficient organisational Communications Strategy with a focus on the charity’s objectives and Five Year Plan and that supports, coordinates and maintains quality control of outward facing communications while empowering members of the Thames21 team to undertake low risk project communications.
* Ensure the Communications Strategy supports and facilitates progress towards achieving the goals in Thames21’s Five Year Plan.
* Showcase specific Thames21 projects to communicate regionally, nationally and internationally about the issues they seek to address.
* Empower and quality assure project delivery staff to help develop bespoke project communication plans in line with planned project outputs, outcomes and budgets and which follow brand guidelines.
* Support communications across multiple partner projects to ensure smooth and co-ordinated messaging.
* Work with Thames21’s Fundraising Manager to ensure that the charity’s sponsor and funder requirements are delivered and fundraising initiatives are supported.

Utilise communication tools and methods including:-

* Reviewing and shaping Thames21’s website to reflect the charity’s key objectives for rivers and communities, linking these to examples of the practical projects and programmes that make progress towards these objectives. Ensure the website is kept up to date, relevant and effective as Thames21’s primary communication tool. Showcase the success and achievement of previously delivered work.

* Developing and cultivating key media contacts (press/online/broadcast/radio) to secure coverage, alongside writing and circulating press releases to a wider distribution.
* Taking day-to-day responsibility for the output on Thames21’s social media channels, ensuring that content is timely and visual and encourages support and interaction with the public around the charity’s work. Alongside this, review Thames21’s existing social media profiles to ensure the most effective channels are being utilised, and assess new platforms as they become available in order to build awareness among new audiences
* Coordinating, supporting and facilitating provision of Thames21 Spokespeople in media opportunities to communicate the charity’s messages
* Co-ordinating the production of e-newsletters and other publications in liaison with project staff in line with Thames21 branding and Core Values
* Assisting with key charity engagement and stakeholder events and related follow-up activities
* Providing a quarterly media coverage and Comms Update for senior staff and Trustees
* Co-ordinating the development and updating the Thames21 image library, supplying relevant images for media use when appropriate.
* Keeping abreast of new methods of communication and technology
* This job description cannot cover every issue or task that may arise within the post at various times and the post-holder will be expected to carry out other duties from time to time which are broadly consistent with those in this document.

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| Person Specification |

It is essential that in your application you give evidence or examples of your proven experience in each of the following criteria including the competencies.

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| **Qualification, development, experience & knowledge** | **Essential** | **Desirable** | **Assessed by** |
| Graduate (or equivalent) with a communications or related qualification or equivalent practical experience, particularly communication of science |  | √ | Application |
| Demonstrable knowledge and understanding of effective communication strategies. | √ |  | Application & Interview |
| Ability to communicate complex scientific issues in lay terms |  | √ |  |
| Knowledge and understanding of current trends in digital media/social media. | √ |  | Application & Interview |
| Understanding of and commitment to Equality, Diversity and Inclusion and equal opportunities. | √ |  | Application & Interview |
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| Working with and empowering a busy team to undertake regular project comms work and juggling multiple priorities | √ |  | Application & Interview |
| Developing effective communications strategies | √ |  | Application & Interview |
| Liaising with the media | √ |  |  |
| Co-ordinating and producing electronic information resources  (E.g. e-newsletters) and web pages using WordPress/Survey Monkey or similar software. | √ |  | Application & Interview |
| Working on design to ensure coherent brand identity. | √ |  | Application & Interview |
| Delivering social media strategies to support key campaigns, issues and overall organisational news. | √ |  | Application & Interview |
| Delivering communications, marketing or public relations, ideally in a third sector environment. | √ |  | Application & Interview |
| Briefing designers, photographers and other third party contractors. |  | √ | Application & Interview |
| Being creative in content writing with an eye for a great story. | √ |  | Interview & Test |
| Planning and organising media focused events. |  | √ | Application & Interview |
| Devising proactive and reactive public comments in response to events or public announcements in sector. |  | √ | Application and Interview |
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| **Skills and competencies** |  |  |  |
| Excellent and confident communication skills, both oral and written. | √ |  | Application & Interview |
| Ability to build professional relationships with stakeholders including journalists, MPs, community organisations, Local Authorities. |  | √ | Application & Interview |
| Ability to prioritise a busy workload. | √ |  |  |
| A self-starter who is equally comfortable working within a busy team and using own initiative. | √ |  | Interview |
| High competency in spelling and punctuation, demonstrating attention to detail. | √ |  | Application |
| Ability to keep up-to-date with media and communications developments to enhance Thames21’s media coverage. | √ |  | Interview |
| Organisational and administrative skills and the ability to work under pressure. | √ |  | Application & Interview |
| IT literate with the ability to use MS office software. Knowledge of desktop publishing software and social media. | √ |  | Application & Interview |
| A keen interest in Environmental issues. | √ |  | Application & Interview |

## Additional Information

* Thames21 have a Work Place (Auto Enrol) Pension Scheme with NEST
* The post holder must be prepared to work occasional evenings and weekends
* The post holder must be willing to travel sensibly throughout London and occasionally throughout the UK over night
* 25 days paid annual leave are available plus public holidays. In addition, the Thames21 office is closed between Christmas and New Year.
* Thames21 operate a flexitime system of working
* Interest free season ticket loan or bike loan
* Childcare voucher scheme
* Mobile phone for company use

**To request application details e-mail: michael.heath@thames21.org.uk**

**or visit our website at** [**www.thames21.org.uk**](http://www.thames21.org.uk)

**Please note that we do not accept CVs but request you complete our application form which can be found on our website.**

**Closing date for completed application forms: Sunday 4th July 2021**

**On Line Interviews to be scheduled Monday 12th July 2021 and Friday 16th July 2021**

**Completed application forms to HR manager** [**michael.heath@thames21.org.uk**](mailto:michael.heath@thames21.org.uk)