

woman's Trust

recovery from domestic abuse

Charity No:1143513 / Company no 6886781

PO Box 70420, London NW1W 7QL

020 7034 0303

Senior Communications Manager

This post is open to female applicants only –
the Equality Act 2010 pursuant to Schedule 9, Part 1 applies.

Salary: To £40K- £45K FTE per annum

**Hours: 35 hours per week, part time will be considered
minimum 28 hours**

Location: London/Hybrid working (at least 50% in the office)

Closing date: Monday 15th November 2024



www.womanstrust.org.uk

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October 2024

Dear Applicant,

Thank you for your interest in the post of **Senior Communications Manager** at Woman's Trust.

We are the largest independent charity providing free and confidential mental healthcare to domestic abuse survivors throughout London. This role is vital in ensuring that the public and key stakeholders understand the impact of our work; that we can generate more support and funding for what we do, helping more women as a result; and that we can influence public policy to ensure even more survivors of domestic abuse have access to specialist mental health support.

This post is open to female applicants only – the Equality Act 2010 pursuant to Schedule 9, Part 1 applies.

To apply, please provide your CV and a covering letter of no more than 3 pages, outlining your experience, skills, and knowledge relevant to this post, showing us how you fulfil the essential criteria set out in the Person Specification. Please address each of the criteria, providing actual examples of the related work/experience/skills you have.

Please also provide us with the details of two referees. We require their name, contact information, and relationship to you. Referees will not be contacted until an offer of employment is made. Applications should be returned to recruitment@womanstrust.org.uk along with the equal opportunities monitoring form.

Application deadline is end of day Monday 15th November 2024. Interviews will be held week commencing the 18th of November 2024.

Only successful applicants will be notified. Therefore, if you have not heard from us within 2 weeks of the closing date your application has not been unsuccessful.

We look forward to receiving your application.

Kind regards,
Heidi Riedel
Chief Executive Officer

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Senior Communications Manager

Hours	Full time 35 hours per week flexible working and part-time will be considered minimum 28 hours over four days. Mondays and Fridays core working days
Salary	To £40,000-£45,000 FTE per annum subject to experience
Length of Contract	Permanent
Responsible to	Board of Trustees
Line Managed by	Woman's Trust CEO
Key Relationships	CEO, Senior Management Team
Location	Office based with remote working available – minimum of 50% of working hours in Woman's Trust Office, Edgware Road/Paddington, NW1
Benefits:	Flexible working Annual leave: 25 days, plus Bank Holidays and 3 mandatory days (pro-rated for part-time employees) Cycle to work scheme 3% pension contribution Employee Assistance Program (EAP)

Job Purpose

We are the largest independent charity providing free and confidential mental healthcare to domestic abuse survivors throughout London. This role is vital in ensuring that the public and key stakeholders understand the impact of our work; that we can generate more support and funding for what we do, helping more women as a result; and that we can influence public policy to ensure even more survivors of domestic abuse have access to specialist mental health support.

You will be responsible for planning and delivering effective communications that reach, engage, motivate, and resonate with media, clients, fundraisers, and policy makers across a range of channels.

We are looking for someone with a strong news sense and a demonstrable background of proactively getting organisations involved in the conversations that matter – while reflecting the confidential nature and sensitivities around domestic abuse and mental health. We want to proactively generate more awareness of our work, capitalising on our unique position in the women's and mental health sectors.

The role will be responsible for proactive and reactive media relations; effective engagement on social media; developing engaging content for our website; supporting on Calls for Evidence and

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drafting copy for marketing materials, including our e-newsletter. A highly autonomous role, you will work closely with our fundraising, counselling, and research teams.

Our ideal candidate would also have experience of working on fundraising and awareness campaigns; and the ability to create content on social media in line with branding guidelines. Experience in developing communications strategies and reporting on Key Performance Indicators are essential.

Key Responsibilities and Duties

Strategy

- Develop and implement a multichannel organisational communications strategy, including key messages, with measurable Key Performance Indicators and regular evaluation.

Media

- Act as a spokesperson for Woman's Trust
- Identify proactive media opportunities, including harnessing the news agenda; developing campaigns; and drafting and selling in stories, comments, and opinion pieces
- Manage a reactive press office function and maintaining a database of media enquiries, responses, and contacts
- Develop a library of case studies for use in media, social media, and online
- Arranging media interviews and briefing others as needed
- Monitoring and distributing media coverage and relevant sector news
- Contribute to and produce reports for colleagues, management, and Board Committees

Campaigns and public affairs

- Oversee Woman's Trust campaigns and public affairs work of Woman's Trust Policy officer
- Design and manage communications campaigns e.g., to raise awareness of our work
- Contribute to Calls for Evidence, public consultations and similar initiatives
- Work with the Research Team to develop campaign proposals and maximise the use of our in-house data
- Work with the Fundraising Team to develop appeals through sponsored events, approaches to businesses and to promote individual giving and legacy donations

Digital and social media

- Develop content for our website and digital platforms in line with brand guidelines
- Oversee and support the creation of content for our social media channels, increasing engagement
- Prepare regular email newsletters using Mailchimp
- Provide analytical data and insight on web and social engagement and develop plans for improving our presence on these platforms

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Staff Management

- Oversee and Line manage the Public Affairs Officer
- Carry out annual staff appraisals.

Other

- Conduct all work in a way that reflects the aims and principles of Woman's Trust
- To abide by Woman's Trust policies, including Equal Opportunities and Confidentiality
- To carry out appropriate additional tasks as needed, with the agreement of, or as instructed by the CEO e.g., supporting the production of the Annual Report
- Flexibility for occasional out of hours work (time will be given in lieu)
- Act as brand guardian for Woman's Trust and ensure the visual identity and tone across publications is instantly recognisable and in line with the agreed brand strategy

This job description sets out the duties of the post at the time when it was drawn up and will be reviewed from time to time. Duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post

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PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

Essential

- At least five years' experience working in communications, including leading a press office function and dealing with national media
- Experience acting as organisational media spokesperson
- Background dealing with high profile, complex and confidential policy areas/subject matters
- Experience in managing multiple social media channels

Desirable

- Experience in charity/fundraising marketing and communications
- Experience using Hootsuite or similar software
- Experience using Mailchimp or similar software

SKILLS REQUIREMENTS

Essential

- Good grammar and strong proofreading and editing skills
- Strong writing ability for different media, audiences, and channels, including web copy
- Ability to juggle competing priorities and reprioritise as needed
- Ability to work to short deadlines and under pressure e.g., when dealing with media enquiries
- Advanced use of Microsoft Office
- Strong self-motivation and drive with demonstrable initiative
- Able to work autonomously