



# Communications Manager

Candidate Briefing Pack





Dear Candidate

Thank you for your interest in becoming a Communications Manager at The Children's Trust.

The Children's Trust is the UK's leading charity for children with brain injury. We are unique, with an international reputation for the work we undertake to improve the lives of the children and families with whom we work.

We provide information and support to thousands of children with brain injury and their families annually, through education, care, therapy, and research. We provide expertise and experience in meeting the needs of children and young people with acquired brain injury, neuro-disabilities, and complex health needs.

As a Communications Manager, you will report to the Head of Marketing and Communications. Your role will be to work across internal and external communications within the Marketing and Communications Team to increase awareness of and drive engagement with The Children's Trust, as part of the Fundraising and Communications Directorate.

You will be a natural and enthusiastic leader, able to support a high-performing team.

This is a chance for an outstanding candidate to make a significant and lasting difference to the lives of thousands of children and families.

Kind regards

A handwritten signature in black ink, appearing to be 'Chris Rolles', written over a faint, circular watermark or background.

**Chris Rolles**  
**Head of Communications and Marketing**



## The Charity

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability.

The charity provides rehabilitation, medical care, special education, community services and expert information.

Our key services are:

- Rehabilitation for children with Acquired Brain Injury (ABI)
- A non-maintained special school, with associated residential houses for children with complex education, health, therapy, and care needs
- Online information and support via our Bumps Happen hub and publications.

Our residential services based at our national specialist centre in Tadworth, Surrey, work in partnership with the NHS and local authorities to provide a step-down pathway of care between hospital and home. The centre is entirely child and family focused to ensure that their needs are appropriately supported.

In the community, we provide clinical support to complement local services and give children and young people with ABI the best chance of succeeding at home and in school.

We are the only paediatric centre with a national specialised commissioning contract (through NHS England) to provide brain injury rehabilitation for children with severe brain injury. Our other services are funded through local health commissioners (such as clinical commissioning groups), social care and

education authorities, together with the millions raised through voluntary fundraising.

Thanks to the generosity of The Children's Trust's supporters, our 24-acre Tadworth site features a modern hydrotherapy pool, accommodation for parents, specially adapted equipment, a nature trail, and soft play areas.

We run a non-maintained special school for children with complex education, health, therapy, and care needs with associated residential houses. The Children's Trust School supports children and young people from 2 - 19 years old and is dual-registered with the Care Quality Commission (the school residential houses) and Ofsted Education.

The Children's Trust is a charitable organisation with approximately 500 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, retail, operations, and centralised support functions such as finance, HR, fundraising and communications.





## Description

<b>Job Title</b>	Communications Manager
<b>Reports to</b>	Head of Marketing and Communications
<b>Direct reports</b>	Marketing and Communications Administrator
<b>Level</b>	Manager
<b>Location</b>	Tadworth, Surrey
<b>Salary</b>	£37,062 per annum (£30,885 pro rata)
<b>Hours of Work</b>	30 hrs per week 0.8 FTE The role requires flexibility in terms of hours of work, including the ability to work early mornings, early evening.
<b>Working Pattern</b>	Monday to Thursday
<b>Hybrid Working</b>	Available for this role, 60 – 40 split with 60% being office based on site. This is a non-contractual informal arrangement; the role holder must be flexible and may be asked to change days to come into the office. Anything outside of this is considered flexible working e.g. fixed day working from home.
<b>DBS</b>	Enhanced with Children’s Barred List

## Job Purpose

The Communications Manager is a key role in the planning and delivering of high quality, integrated internal and external communications to increase awareness of and drive engagement with The Children’s Trust, as part of the Fundraising and Communications Directorate. Working alongside senior colleagues in marketing, media and digital, the role helps ensure our communications are well planned, effective, aligned and consistent, using insight and evaluation to demonstrate impact.

The role works across internal communications, press, fundraising and digital channels. You will build strong relationships with colleagues, families, and internal and external stakeholders to develop meaningful stories and campaigns and enable the experiences of children and young people with acquired brain injury and neurodisability to be shared.

You will help protect and enhance the charity’s reputation, support income generation and staff engagement, and ensure our brand and tone of voice are applied consistently. The role also includes line management responsibility and requires an organised, flexible approach in a busy and complex environment.



## Duties and Responsibilities

### Marketing and Communications Management

- Work with fellow managers in the team (currently Senior Media and Communications Manager, Senior Marketing Manager and Digital Manager) to lead the development and implementation of marketing and communications strategies to support the delivery of The Children's Trust's strategic objectives
- Conduct monitoring and evaluation to demonstrate the impact of the team's work
- Provide strong project management for communications projects and campaigns, ensuring work is delivered efficiently, collaboratively and to a consistently high standard
- Develop strong relationships, internally and externally, and role model this to wider members of the department and directorate

### External Communications

- Work with the Senior Media and Communications Manager to assist with The Children's Trust press office function, including being part of an out-of-hours press office rota during key periods
- Support a programme of proactive public relations and communications campaigns across a range of media channels, driving awareness of the charity to target audiences
- Support the Head of Marketing and Communications with issues and reputation management
- Help to quickly develop appropriate strategies for responding to a wide range of issues and incidents, whilst liaising with other stakeholders to create and publish the required collateral
- Work with internal stakeholders to identify and create stories and content that supports internal and external marketing and communication activity
- Support the organisation's approach to volunteer and alumni engagement
- Support the Digital Manager with creating content for and updating The Children's Trust website and The Children's Trust school website
- Oversee the consent process for work with families ensuring that images and information on the children and young people we support is in line with The Children's Trust policies and procedures.

### Fundraising Communications / Income Generation Communications

- Work with fundraising and retail colleagues within the directorate to plan, execute and evaluate communications campaigns which supports income generation, in line with the fundraising objectives of the charity



- Support the Digital Manager with creation and distribution of marketing emails and creation of reports
- Business Development – working with the team to support campaigns which support the business development objectives of the charity, to promote support the department with its stakeholder engagement to professionals and parents.

### **Internal Communications**

- Be part of a core team to plan and implement an internal communications programme across the charity
- Ensure messages and information is developed and shared appropriately across the organisation
- Monitor key issues and provide guidance and counsel on staff engagement and communications, external communications content in support of agreed projects and objectives
- Work with the Senior Media and Communications Manager and Head of Marketing and Communications to draft internal communications across the charity's internal communications channels
- Work with wider directorate to evaluate success of existing internal communications and develop new ideas
- Oversee content planning and updating and supporting colleagues to manage their areas on our staff intranet The Loop

### **Consistency of Brand and Messaging, content and story gathering**

- Build relationships with staff, volunteers and families, telling the stories of The Children's Trust, to be delivered through a number of channels and who can, alongside celebrities, become ambassadors for the charity
- Drive consistent use of The Children's Trust key messages across all communications channels
- Work alongside the Senior Marketing Manager to keep style guidelines updated and refreshed on a regular basis
- Work with the Senior Media and Communications Manager to ensure communications collateral is regularly updated, particularly where children and families feature, ensuring it is in line with the charity's consent process
- Work with the creative team to ensure brand guidelines are refreshed and updated and that there are toolkits and templates available to wider staff
- Assist with the creation and production of key reports e.g. Quality Report, Annual Report

### **Management of self and others**

- Provide support and guidance to wider members of the team
- Maintain a positive environment
- Role model the behaviours which support the Promises of The Children's Trust.



- Communicate The Children's Trust strategies and policies to staff; including coaching, training and developing them, whilst ensuring that they receive regular performance and development reviews
- Adhere to the policies and procedures of The Children's Trust
- Maintain professional boundaries and professionalism at all times
- To undertake other or additional duties that are within your skills and abilities, as the organisation may reasonably require from time to time Professionalism
- Takes action and raises concerns
- Committed to demonstrating the organisations values and behaviours at all times

### **Professionalism**

- Takes action and raises concerns.
- Adhere to the policies and procedures of The Children's Trust.
- Maintain professional boundaries and professionalism at all times.
- Committed to demonstrating the organisations values and behaviours at all times.

### **Health and Safety**

- Adheres to all Health and Safety guidelines, principles, and regulations to perform your role and comply with The Children's Trust policies and procedures.
- Provide evidence of all vaccinations (or medical exemption) required for the post.
- Adhere to manual handling procedures and complete mandatory manual handling training.
- Promotes the health and safety of others.
- Uses the incident reporting and risk assessment system (IRAR), to identify and report risks and incidents/actions if directed.
- Responsible for identifying and mitigating risk within the work environment.

### **Wellbeing and Emotional Resilience**

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.
- Remains organised and focused when under pressure.
- Responds appropriately and effectively to all constructive feedback.
- Motivates self and other.



## Organisation and Structure





## Person Specification

Selection Criteria:		Essential / Desirable
<b>Education &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>Educated to A-level equivalent or above.</li> </ul>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Media Relations and Issues Management</li> <li>Developing content strategies for internal and external audiences</li> <li>Project Management, particularly in fundraising/income generation communications</li> <li>Internal and External Stakeholder Management</li> <li>Experience of working with families and young people, in a particularly sensitive nature and/or difficult environment</li> <li>Experience of storytelling, developing relationships with beneficiaries as ambassadors and managing case studies process and development</li> <li>Experience of content management for an intranet or internal comms system</li> </ul>	<b>Desirable</b> <b>Essential</b>  <b>Essential</b>  <b>Essential</b> <b>Essential</b>  <b>Essential</b>  <b>Desirable</b>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills</li> <li>Strong interpersonal skills with the ability to build solid relationships with both internal and external stakeholders</li> <li>Ability to work under pressure in a resilient and flexible manner</li> <li>Able to conduct research/canvass the views of others, extracting insight and presenting findings</li> <li>Strong project and time management skills</li> </ul>	<b>All Essential</b>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>MS Office suite</li> <li>CMS experience e.g Drupal, WordPress</li> <li>Database experience</li> <li>Media databases e.g. Media Agility</li> <li>Knowledge of compliance, legal and regulatory requirements relating to case studies and consent, e.g. GDPR</li> </ul>	<b>Essential</b> <b>Desirable</b> <b>Desirable</b> <b>Desirable</b> <b>Desirable</b>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>Commitment to the vision and values of The Children's Trust.</li> <li>Flexible and 'can do' attitude to competing commitments in workload.</li> <li>Highly motivated and reliable.</li> <li>Ability to cope working in a demanding environment.</li> </ul>	<b>All Essential</b>



## Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and young people. To achieve our commitment, we will ensure continuous development and improvement of robust safeguarding processes and procedures that promote a culture of safeguarding amongst our workforce.

The Children's Trust has policies on safer recruitment, the recruitment of ex-offenders and criminal record checks. Please refer to the People Team for further information. It is an offence to apply for a role in regulated activity with children and young people if the applicant is barred from engaging in regulated activity relevant to children and vulnerable adults.

## Equity, Diversity & Inclusion

The Children's Trust is committed to achieving equity, diversity, and inclusion (EDI) across all levels of the organisation. For further information, see: <https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-Inclusion>

To help us achieve our ambition to give children and young people with brain injury and neurodisability the opportunity to live the best life possible, we want to accurately reflect the UK's diverse population. We want equity, diversity, and inclusion to be at the heart of everything we do, and our people, services, and culture to reflect the diverse needs of all. Through our diversity and inclusion strategy, we have made a commitment to increase the diversity of our charity and create an inclusive culture. We have networks across the organisation working to ensure that these aims are met -

including an LGBTQIA2S+ group, Ethnic Diversity Group, and Spark – our broad EDI group. [Read more about our EDI work](#)

We welcome applications from all who share our ambition regardless of background. We will strive to ensure that any reasonable adjustments are made in respect of interview and working arrangements.

## Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact, and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

