

Communications Manager

Reports to:	Interim CEO
Managing:	Consultants, suppliers and agencies
Salary:	£40,000-£45,000 FTE
Hours:	4-5 days per week (30 to 37.5 hours), Monday to Friday
Holidays:	Full-time staff are entitled to 25 days' paid leave, plus public holidays during each completed leave year (pro rata for part-time staff)
Location:	Hybrid working i.e. a mix of central London office (ideally at least one day per week) and home working We currently work from a friendly co-working office space with lots of other charities near London Bridge
Duration:	12 months fixed term with potential to extend for the right candidate

Dear Candidate

The Association of Chairs (AoC) is in an exciting period of growth and change. The team and Board, led by our Chair, Joe Saxton, are currently finalising our next 3-year strategy which will see us expand our membership community and offer a wider range of products, services and member benefits to Chairs of charities across the UK.

As part of this we wish to invest in the development of a new and improved website, carry out a brand refresh and launch a series of updated resources and communications to promote our products to members and provide them with helpful services. The post-holder will play a key role in shaping these exciting projects as well as leading on their delivery over the coming year, working with the Interim Chief Executive and a small team plus external suppliers.

If you'd like to talk about this role before you apply let me know and we can arrange to have a chat. You can email me on liz.lowther@associationofchairs.org.uk.

You can find out more about me on [LinkedIn](#).

Best wishes

Liz Lowther
Interim CEO

About the Association of Chairs

AoC champions Chairs of charities and social enterprises across the UK, and supports them to manage their boards and lead and govern their organisations effectively. We offer a unique peer network, a lively programme of specialist events, an e-newsletter and a variety of digital resources. We have an established base of

around 1000 members and a growing number of email subscribers and followers on X, LinkedIn and our blog.

About the role

To develop and manage Association of Chairs' communications and marketing with the aim of connecting with new audiences and deepening our relationships with existing ones. You will manage a series of exciting new projects over the coming 12 months, including project managing the development of a new and improved website, a brand refresh and the production and launch of a series of updated resources and communications.

Responsibilities

This job description outlines the key responsibilities. It is not a definitive list. The role may change and evolve over time as needs emerge.

Communications and marketing

You will develop and deliver our communications and marketing plans, derived from our three-year strategy and subsequent communications strategy, to engage our existing members and reach a wider group of Chairs. You will manage our communication channels and analyse performance to ensure we are making best use of our resources, meeting customer needs and organisational aims. You will manage the day-to-day delivery of communications and marketing including optimising material across formats and channels.

- Develop plans to engage our existing members and reach more Chairs, in line with our overall strategy.
- Lead on marketing our events and membership offer as well as other products and services
- Produce regular and ad-hoc e-newsletters and blogs, writing content, commissioning and editing content written by others. To include video as and when appropriate
- Design a series of marketing campaigns aimed at particular target audiences, as well as promoting different events and resources for Chairs
- Manage mass email distribution using MailChimp
- Communicate via social media (e.g. Twitter/X, LinkedIn and Facebook), sharing content and building relationships to grow membership and event bookings, spread knowledge and advocate on behalf of Chairs
- Commission, produce and repurpose content across platforms, including reviewing and refreshing existing resources
- Provide communications support to our key partnerships
- Develop and manage our media relations

Community engagement

You will support our members to engage with each other in order to improve their customer experience and build a community of peers, as well as to develop insight into their needs and experiences, so that we can better reach and support them

- Build our online community through the development and management of an appropriate online community space or spaces (eg on LinkedIn, Facebook, WhatsApp or Slack)

- Contribute to building our community by working with engaged members to develop and share content via our online platforms, website and newsletter
- Use feedback from our members and others using our services to identify ways to continually improve the customer experience and our portfolio of products and services

Branding refresh

You will be the brand guardian ensuring the way we represent ourselves as a charity is engaging and consistent

- Following the creation of our new three-year strategy and working with the interim Chief Executive, lead a brand refresh. This will include the redesign of our logo and brand assets, including redesigning standard templates for newsletter, event materials, other publications and the website
- Design or commission materials and resources in a variety of media, managing suppliers as necessary
- Ensure consistent branding and messaging, developing our brand guidelines and boilerplate of key messages. Work with trustees, suppliers and staff to develop and ensure consistency
- Review, manage and develop our house style and tone of voice with an emphasis on building an inclusive community and in line with our overall strategy

Website redesign and management

You will deliver a project to review and redesign our website content, site layout and design

- Working with the Interim Chief Executive, review our existing website and make a plan for its redesign and restructure
- Commission and manage the work of a website developer and designer to restructure the website and redesign it, in line with our strategy and branding refresh
- On an ongoing basis, manage website content and ensure it clearly reflects our brand and offer. Make full use of video and other visual material
- Use analytics to understand and improve usage

Additional responsibilities

- Manage the communications and marketing budget
- Supervise communications and marketing support from other team members, and report on progress to AoC's board of trustees
- Represent AoC at events and meetings as necessary
- Maintain knowledge of external factors that will influence the role
- Work proactively to promote Association of Chairs' policies on diversity, equity and inclusion, in respect of both service delivery and employment issues; and to ensure the health, safety and welfare of the post-holder, colleagues, members and visitors
- Other such duties as shall reasonably be required as part of a small, collaborative staff team

Person Specification

	Essential	Desirable
Knowledge and experience	<p>A proven track record of working in communications</p> <p>Creating and evaluating successful communications strategies and campaigns</p> <p>Commissioning and managing freelancers to produce written content and design work</p> <p>Contributing to and managing a website restructure/redesign</p> <p>Using Mailchimp for targeted marketing campaigns</p> <p>An understanding of contemporary trends in professional communication practice, digital platforms and social media</p> <p>Knowledge of relevant statutory and regulatory practice including GDPR</p>	<p>Experience of working within a membership organisation</p> <p>Experience of developing marketing strategies and campaigns</p> <p>Experience of building networks and peer-to-peer communities</p> <p>Experience of working with volunteers</p> <p>Experience of working with a Board of Trustees</p> <p>Familiarity with the principles and practice of customer service</p>
Skills and abilities	<p>Excellent planning and project management skills, able to prioritise and meet deadlines</p> <p>Creative thinker with ability to initiate new ideas and concepts</p> <p>Able to work flexibly, juggling multiple priorities</p> <p>Strong writing, editing and visual skills</p> <p>Well-developed digital skills to manage our WordPress website and Mailchimp</p> <p>Ability to effectively interpret marketing and audience data and analytics in order to provide information that can become a compelling story</p>	<p>Able to educate and train colleagues in the value and use of communications</p>
Personal attributes and interests	<p>A self-starter with a 'can do' attitude</p> <p>An experienced problem solver</p> <p>Willing to innovate, sometimes fail, always learn, and always aim to do better</p>	

	<p>Curious and open to learn new tasks and systems</p> <p>Enjoys working in a small team</p> <p>Committed to equity, diversity and inclusion</p> <p>A strong and enthusiastic communicator, in person and electronically/on paper.</p> <p>Genuine open, collaborative style, built on trust-based relationships</p> <p>Willing to work outside of normal working hours on occasional basis for events (generally early evenings)</p> <p>An interest in charity leadership and governance and supporting the charity sector to be more effective</p>	
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