



Job Description

Job Title	Campaigns and Communications Manager
Responsible to	Chief Executive Officer
Responsible for	Campaigns and Communications Officer
Salary	£37,000k + 6% pension contribution
Working hours	35 hours/week
Location	LRMN Office/Home working
Special conditions	Occasional evening and weekend work

Main Roles

- Lead the development and delivery of media, communications and campaign strategies and activities within LRMN to establish and maintain a consistently high and positive media profile.
- Work closely with LRMN's Fundraising team in producing core messages and other relevant documents to support LRMN's fundraising strategy and activities.
- Enhance visibility and reputation to attract funding, future staff and policy changes.
- Effectively manage the Campaigns and Communications Officer and ensure that relevant assistance is provided to meet targets and goals.
- Develop a core set of impact evidence and relevant marketing materials that will promote the work of LRMN, show its success and the experience of refugees, asylum seekers and migrants.
- Ensure engagement of clients in influencing local and national campaigns with their lived experience.
- Provide strategic lead on LRMN's Borough of Sanctuary campaign, in Lewisham, Greenwich, and beyond, and other local and national campaigns.
- Develop strategic partnerships with key local, regional, and national partners in shaping and promoting campaigns most relevant to LRMN's client base.

Specific Duties

1. Implement LRMN's Campaign and Communications strategies ensuring it supports LRMN's strategic objectives and fundraising strategy and activities.



2. Support the Fundraising team in developing messages and tools for engaging and supporting potential and current donors and funders.
3. Develop press releases, website content, impact reports, flyers and other marketing materials and ensure they are fit for purpose.
4. Act as a 'brand guardian', ensuring that LRMN's branding is consistent and high quality across all internal and external communications.
5. Respond to media inquiries, arrange interviews, act as a spokesperson for LRMN.
6. Provide strategic lead in enhancing the reputation of LRMN and our campaigns.
7. Work closely with and attend LRMN's Fundraising and Marketing sub-committee.
8. Ensure LRMN lobbies the key people, authorities to influence policy change.
9. Ensure the voice of our clients is heard, including supporting and empowering clients to plan and deliver effective advocacy and campaigning activity and supporting clients to shape the development of our communications.
10. Track policy developments and debates and write concise and relevant reports, briefings, and announcements that relate to key priority areas and make recommendations as to any potential communications opportunities that might arise from them.
11. Chair and or actively co-chair Lewisham Migration Forum and the Greenwich Borough of Sanctuary Group and other Borough Partnerships working together to champion boroughs of sanctuary campaign.
12. Actively engage with key people/organisations who can influence the Borough of Sanctuary campaign.
13. Produce monthly (internal) reports and quarterly (Board Meeting) reviews on the performance and progress of communications and campaigns against agreed targets and annual objectives.

Other Duties

1. To participate in LRMN staff meetings, maintaining a high level of professionalism and contributing skills and knowledge towards best practice for the organisation.
2. To attend supervision and appraisal meetings and other relevant activities.
3. To be able to perform your own administrative duties.
4. Work flexibly as agreed to meet the demands of the service – this may involve evening weekend and outreach work.
5. Maintain confidentiality in all matters relating to the work of the organisation.
6. Comply with LRMN's policies and procedures.
7. To adhere to LRMN's vision and mission and positively promote its work.
8. Undertake any other work as may be reasonably requested.