



Pathway Communications Manager

Hours: 37.5 per week

Salary: £34,650

Hybrid – home based and offices at 250 Euston Road, London NW1 2PG and 88-94 Wentworth St, London E1 7SA

About us

Pathway is a small but high impact charity whose mission is to improve health and healthcare provision for people experiencing homelessness, and other marginalised groups. We support hospital-based teams caring for people experiencing homelessness, manage the Faculty for Inclusion Health, a network of healthcare professions working to ensure the fundamental rights of marginalised people to be treated with dignity and compassion, support the development of good practice, and influence policy.

This is an exciting moment in Pathway's history. We are focused on expanding our network of hospital-based teams, and stepping up our policy and campaigning work, making the case of the importance of healthcare provision for marginalised groups. The next year sees some planned high-profile events which will provide excellent opportunities for a charity comms professional looking to put their stamp on some important work. Our partnership with Crisis puts us in good stead for the future, and provides excellent opportunities for joint working.

The role

Our communications manager role is pivotal to our success, working across Pathway and with our partners to champion the needs of inclusion health populations, promote our evidence-based policy work, demonstrate our impact, and support networks of professionals working in inclusion health.

Taking the lead on Pathway's communications, responsibilities include:

- Leading on the development of Pathway's communications strategy, ensuring that we continue to grow our profile and have maximum communications impact across our strategic priorities.
- Leading our social media presence, ensuring that Pathway remains a go-to voice in inclusion health and that we foster productive and supportive networks.
- Leading updates to Pathway's website, growing engaging content such as blog posts from our network of clinicians.
- Developing and delivering media packages around our campaign, research and policy priorities.
- Contributing to the demonstration of our impact, including through the production of reports, case studies and infographics.

- Developing and delivering a bi-monthly newsletter for Pathway and the Faculty of Homeless and Inclusion Health for internal and external publication, and promoting the Faculty generally.
- Leading the preparations of the promotional materials for the spread of Pathway's hospital team model through social franchising.
- Support the delivery of the annual Pathway conference, particularly in promoting the event.
- Line management of an administrative officer.

About you

Essential skills and experience

We are looking for a passionate and motivated communications professional who is:

1. An excellent writer.
2. Very skilled in social media.
3. Able to persuade, motivate, and negotiate to gain cooperation of people from a range of professional disciplines in particular in securing content for the website, social media and newsletters.
4. Politically astute, and able to understand sensitivities around the work of Pathway and the Faculty for Homeless Health.
5. Experienced in building and maintaining web-based resources.
6. Understand the importance of design in the production of promotional materials
7. A self-starter, able to work on own initiative with guidance, and as part of a small busy team.
8. Experience of dealing with external suppliers for design and print production whilst ensuring quality products are produced in a timely way,
9. Great at working to and meeting strict deadlines and managing competing priorities.
10. Experienced at supporting external events and meetings.
11. Committed to the values informing of Pathway's work, including a commitment to basic human rights and eradicating discrimination.
12. Line management experience, or willingness to undergo training.

Desirable skills and experience

It would be useful, though not essential if you had:

1. Experience of using digital tools to prepare and edit documents
2. An understanding of the charitable sector

Key Contacts: Clinical and other Pathway staff, Members of the Board of Trustees, Pathway Fellows, Pathway Faculty Members, Crisis colleagues, representatives of funding bodies, communications teams within hospital Trusts.

Responsible to: Pathway Board of Trustees

Accountable to: Pathway's Director of Policy and Programmes

Responsible for: A full-time administrative officer (these arrangements are under review).

Pathway is an equal opportunities employer and is committed to growing a diverse workforce. We will make any necessary adaptations for disabled employees. We particularly encourage applications from people with lived experience of homelessness or other forms of social exclusion.

Benefits

We are a friendly, committed group of people, who provide a positive and proactive working environment. We are a flexible employer and your working pattern can be agreed with your line manager.

Holiday entitlement: 30 days plus bank holidays

Pension: Pathway's employees are automatically enrolled into the Nest Contributory pension scheme (which was set up by the Government). Contributions are made as follows:

- Full time salary £30,000 or below: employer contributes 7% and employee contributes 1%
- Full time salary £30,001 - £34,999: employer contributes 5% and employee contributes 3%
- Full time salary £35,000 and above, employer contributes 3% and employee contributes 5%

Travel to work loan scheme: An interest free season ticket loan (maximum £5,000) or bicycle loan (maximum £500) repayable over 12 months is available

Applications: Please apply with a CV, a 300 word description of how you're suitable for the role, and an example of a recent piece of work to: info@pathway.org.uk.

Deadline: Monday 4 November 2024.

Interviews: w/c 11 November 2024.