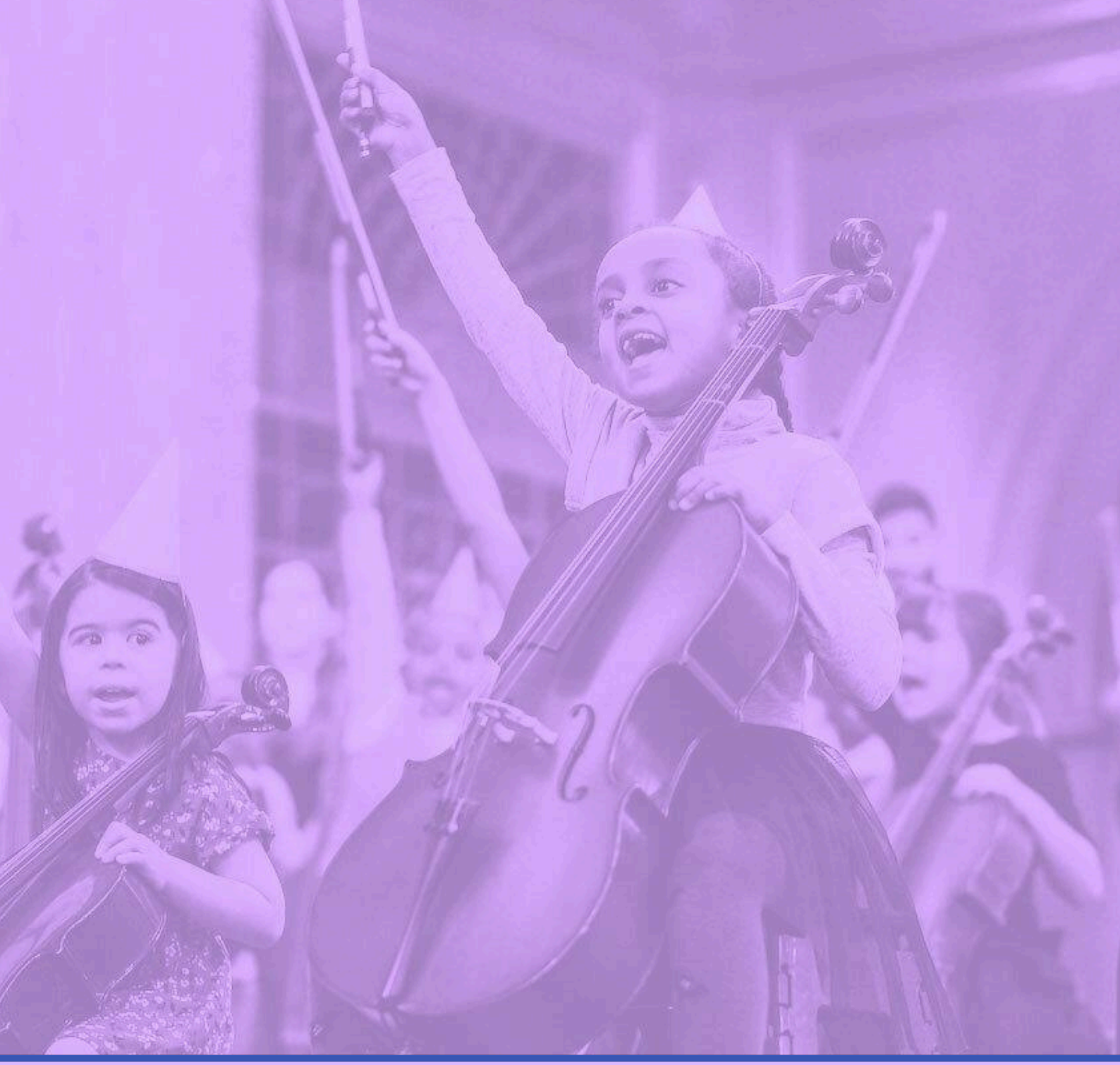


NUCLEO

COMMUNICATIONS MANAGER

ROLE PROFILE

SALARY - £30,171.20 (£37,714 FTE)

LOCATION – London, W10 6BL

(hybrid working available)

CONTRACT – Part-time, Permanent

32 hours per week (0.8 FTE)

REPORTING TO - Founding Director

ABOUT NUCLEO

Nucleo is a music for social action programme founded in North Kensington in 2013. For over 13 years, Nucleo has shown that immersive, ensemble-based learning and music-making can change the lives of children and young people, and positively impact families and communities. Nucleo delivers six days of weekly activities at no cost to participants, and currently supports over 400 children and young people aged 0-20.

As we continue to grow and build awareness of our work and its impact, we are seeking a Communications Manager to establish and maintain consistent, informative and engaging messaging for all our audiences, build our reach and establish our public identity.

ABOUT THE ROLE

The Communications Manager will oversee the delivery of our communications strategy. They will make regular contact with our audiences through newsletters, plan and send out communications around key news and events, and maintain our “shop front” spaces so that they are clear, engaging and up-to-date. They will manage a Digital Marketing freelancer and work closely with Nucleo students and alumni, to generate content for social media channels. They will liaise with all members of our team to ensure the consistency of our brand and message across Nucleo communications, both internally and externally, and they will work closely with our Founding Director and programme delivery team to ensure that Nucleo’s voice and messaging remain authentically connected to our day-to-day activities and to our programme community. They will centre and amplify the voices of that community, above all those of young people, while bringing their own expertise to bear to ensure clarity, focus and impact. They will help to establish Nucleo’s public identity, achieving consistency, clarity and professionalism in the way we present ourselves. They will play a critical role in keeping our existing audiences engaged, building new ones, and keeping all members of the extended Nucleo community interested, informed and onboard as we continue to grow.

KEY RESPONSIBILITIES

- Manage Nucleo's website and social media homepages, ensuring these are well-presented and up-to-date
- Be responsible for Nucleo's communications calendar, liaising with other team members as necessary to ensure delivery
- Plan and create regular newsletter content for various audiences, in liaison with other members of our team and community
- Manage communication of key information to our audiences, including for Nucleo events, fundraising campaigns and to share significant news
- Manage Nucleo's Digital Marketing freelancer
- Work with Nucleo's Digital Marketing freelancer and with Nucleo students and alumni to plan and generate digital content (primarily for social media channels)
- Be responsible for the booking and overseeing of freelance professionals, such as photographers and videographers
- Manage and work with freelance graphic designers to produce visual materials for larger projects and/or for reusable templates
- Use Canva to create visual materials in-house for smaller or repeat projects
- Manage Nucleo's mailing lists using MailChimp
- Manage Nucleo's library of media, including videos and photos, liaising with our programme delivery team to ensure care and accuracy around media sharing permissions for our students
- Manage Nucleo's library of communications materials, including stories, case studies, quotes, data and infographics
- Act as the main point of contact for communications internally
- Work closely with our fundraising team on campaign communications, and provide material as needed for their external communications and reports
- Work closely with the rest of the team on Nucleo events, planning and delivering event-related communications both before and after
- Work closely with Nucleo's delivery team and Head of Learning & Evaluation to gather and communicate inspiring stories, news and updates from all parts of the Nucleo community
- Support with preparation of reports for publication, e.g. Nucleo's Annual Report and Impact Report, ensuring all content is well-presented and publication-ready
- Create communications materials for print and other media as needed, e.g. to share with Nucleo's corporate partners or for specific events, working with freelance graphic designers where necessary
- Take ownership of Nucleo's branding and messaging guidelines, ensuring the consistency of our voice and visual identity across all communications
- Monitor and report on the effectiveness of our communications

PERSON SPECIFICATION

ESSENTIAL EXPERIENCE & SKILLS

- At least 2 years relevant work experience in communications
- Advanced written and verbal communication skills
- Significant experience of copywriting, with a strong ability to adapt tone of voice
- Strong storytelling ability, with great care for the relational ethics of communicating about the people with whom we work
- Experience of simple graphic design tools (we use Canva), as well as sufficient knowledge to manage professional graphic designers where relevant
- Experience of running creative campaigns
- Experience of creating print materials
- Experience of website management (we use SquareSpace)
- Experience of mailing list management (we use MailChimp)
- Experience of monitoring engagement and managing audiences
- Experience managing calendars, keeping track of multiple concurrent initiatives and collaborations, and organising / prioritising workload
- Social media competency
- Significant experience of cross-team working
- Ability to work proactively and independently
- Excellent interpersonal skills, ability to build strong collaborative relationships
- Excellent proof-reading skills
- Strong attention to detail, both verbal and visual
- Passion for and interest in Nucleo's mission

DESIRABLE SKILLS & ATTRIBUTES

- Line management experience
- Experience working in the charity sector
- Experience working with young people or in education / youth organisations

Nucleo is committed to safeguarding and promoting the welfare of children and young people. The successful candidate will be expected to share this commitment and may be required to undergo appropriate background checks. Nucleo is an equal opportunities employer and welcomes applications from all backgrounds and communities.

We encourage applications from candidates who meet the majority of these requirements, and have the ability and drive to learn across all areas.

WHAT WE OFFER

- The opportunity to make a meaningful impact on the lives of children and young people through music
- Flexible and hybrid working arrangements
- A collaborative, passionate and mission-driven team
- The opportunity to help shape the financial future of a growing and ambitious charity
- 22.5 days annual leave (28 days FTE), in addition to bank holidays and the Christmas period
- Ongoing professional development opportunities

APPLICATION PROCESS

In order to complete your application, please submit your CV and cover letter to joinus@thenucleoproject.org

Deadline for applications: Monday 30th November

Interviews: Week commencing 7th December

EDI

At Nucleo, we are committed to fostering a workplace that reflects the diversity of the communities we serve and where everyone feels empowered to bring their full, authentic selves to work. We believe that diverse perspectives and inclusive practices drive innovation, strengthen our charity, and contribute to better outcomes for all.

We actively seek to create a culture of equity and inclusion through our recruitment practices, internal policies, and day-to-day operations. We welcome and encourage applications from candidates of all backgrounds, identities, and experiences, including but not limited to race, ethnicity, gender identity, sexual orientation, age, disability, religion, and socioeconomic status.

If you require accommodations during the application or interview process, please let us know. We are committed to ensuring an accessible and respectful experience for all candidates.

