

Job Title	Communication Manager		
Team	Development and Quality	Reports to	Head of Development and Quality
Department	Central	Location	Primary base will be Worthing Town Hall, with ability to work from home and travel across West Sussex as required.
Flexibility for home working	Y/ N	Direct Reportees If yes, number:	Y /N
Budget responsibilities	Y/ N		

Key Responsibilities

Contacts and Networks

- Develop and maintain effective contact with local businesses, supporters, and volunteers.
- Maintain good staff and volunteer morale through good communication, ensuring attendance at relevant meetings and attendance at training opportunities.
- Develop relationships with target media representatives.
- Lead on the development of media relationships across press, print media, radio and television, preparing articles for submission and representing Turning Tides at interviews when required.

Fundraising

- Work proactively to support the Fundraising and Business Development Team to achieve monthly/annual targets by producing impactful and engaging marketing and communications material on all platforms.
- Support the Fundraising Team to create a culture of fundraising, promoting the need for all stakeholders including staff, volunteers, clients, and supporters to become involved in fundraising.
- Ensure events and campaigns are supported by engaging and persuasive marketing and communications.
- Use your skills to help develop and deepen relationships with donors, supporters, and possible supporters.
- Work with colleagues to create a supporter journey from an awareness of homelessness and the charity to one off giving, regular giving, to perhaps becoming a major donor or leaving a gift in a will.
- To ensure that all supporters are communicated with effectively.

Website

- Lead and create content for Turning Tides' website, taking a strategic approach to all the website's purposes ranging from (but not limited to): an online resource for people facing homelessness, a tool to raise awareness, a platform to generate income, and a portal to inspire and recruit new staff.
- Work with developers and colleagues to ensure the website and content management system (CMS) meets the needs of Turning Tides.
- Analyse SEO and develop best practice around this.
- Analyse analytics data, implementing the learning to create engagement and reach goals.

- Train staff in writing and producing content for the website.

Social Media

- Oversee and develop a wide variety of engaging content for Turning Tides' social media platforms, taking a strategic approach to maximise engagement and support for the charity.
- Use all platforms to support the overarching goals of the charity.
- Respond to comments and messages proactively, sharing information with colleagues where needed. Nurture and promote content sharing externally.
- Work with and support Turning Tides frontline staff and clients to share their experiences on the platforms.
- Sourcing third party web content / reports related to homelessness and referring to these using social media if appropriate.
- Take a data driven and analytical approach to ensure impact.

E comms

- Develop and expand the e-comms strategy to reflect the breadth of Turning Tides' work, lived-experience of homelessness, and the life-changing impact of our supporters' generosity.
- Design and deliver high quality emails to maximise engagement and support this strategy.
- Understand and exploit the potential of email to mobilise, inform and inspire audiences.

Designing collateral

- Design and produce engaging assets to support colleagues across the charity. This could include blogs, opinion pieces, posters, flyers, handbooks, presentations, adverts, fundraising packs, promotional material, and more.
- Develop and implement a schedule for these so colleagues have sight of anticipated delivery dates and can plan accordingly.
- Ensure a consistent brand is used across the Charity to help maintain and build reputation.

Internal Communications (in conjunction with Head of HR):

- Work collaboratively with colleagues across the charity to implement and embed new SharePoint pages in an intranet capacity and develop this over time.
- Assist with researching the internal communications needs across the charity and co-producing a strategy to create new processes that enable easy information sharing, and generate shared purpose.
- To prepare and undertake presentations on behalf of the charity ensuring they are relevant to diverse audiences.
- Enhance communications with colleagues and develop an understanding of the charity's work and needs of its users.
- Provide training to staff on branding where necessary and ensure staff are well briefed on key communications issues.
- Support with the planning, mobilisation, and delivery of annual events such as the annual meeting, staff conference and any other relevant groups and forums.

Financial, Data Collation and Analysis

- To manage to a financial budget and to have full awareness of all budgets under your area of responsibility.
- Manage all the KPI data, ensuring the accurate and timely recording of relevant data.
- Support the design and drafting of annual reports, including impact reporting, trustee reports and other reports as required.

Compliance with Organisational policies and regulatory requirements

- Abide by Turning Tides' policies and procedures and regulatory requirements at all times and in particular:
 - Health and Safety
 - Adult and Child Safeguarding, Professional Boundaries
 - Confidentiality and Data Protection Act
- Ensure all policies and procedures well embedded within your team and that your staff always abide by them.
- Develop and maintain policies and procedures for your area of responsibility.

Equality and Diversity

- Promote and embed a proactive approach to equality and diversity – by example and approach.
- Participate in equalities impact assessment and review as required.

General

- To ensure that the service works with PACT on all new initiatives or changes as and when they arise.
- Maintain personal development including participation in performance reviews and training.
- Undertake any other reasonable duties required by the management team.
- Always maintain the ethos of Turning Tides.

Specification

Candidates will be invited to interview based on the following criteria.

Knowledge and Experience

Criteria
Good working knowledge of digital marketing via social media platforms and ecomms
Knowledge of housing association and/or homelessness sector
Ability to demonstrate proven experience in marketing and communications within the Charity Sector
Proven experience of creative ideas/writing and delivery of successful marketing campaigns

Skills and abilities

Criteria
Excellent IT skills i.e. Word, Excel, PowerPoint, Publishing software and data bases i.e.. Canva
Proven experience of WordPress website
Attention to detail
Excellent communication skills, written and verbally
Project management, planning and ability to meet tight deadlines

Specific Job Requirements

Criteria
A full, clean driving license and use of a vehicle