



COMMUNICATIONS AND CAMPAIGNS MANAGER JOB DESCRIPTION

Title	:	Communications and Campaigns Manager
Hours	:	35 hours per week
Salary	:	£33,000 - £36,000 dependent on experience
Based at	:	The Survivors Trust Offices, Rugby, Warwickshire.
Reporting to	:	The Chief Executive Officer, The Survivors Trust
Annual Leave	:	28 days per annum

AIMS OF POST

To lead the design, development and delivery of The Survivors Trust's internal and external communications. To develop, coordinate and amplify our campaigns, projects and events, helping us to raise awareness and encourage engagement across a range of audiences and stakeholders. To maintain effective communications with our Member Agencies including e-newsletters, e-bulletins and updates.

MAIN DUTIES

- Lead social media and digital communications by creating, developing and delivering social media campaigns, videos, newsletters and website updates to raise awareness and encourage action.
- Support national influencing campaigns and co-ordinate the development of campaign materials in line with the charity's strategic aims.
- Undertake research as required to inform campaign activities, legal and policy work. This will include gathering and presenting audience insight to ensure our campaigning work is evidence-led.
- To produce regular e-newsletters and e-bulletins for our Member Agencies including current news, job opportunities, funding opportunities and latest research.
- Create social media content and assets, graphics, videos and animations. You will also develop design templates, format presentations, produce event materials and make website updates.
- Work with our fundraising team to design and promote fundraising campaigns and initiatives, contribute to funding applications, and to celebrate the work of our supporters.
- Support and promote the work of our member organisations by sharing their work across social media, via our websites and newsletters, and through attendance at events.
- Manage and coordinate responses to requests and queries from the press, public and other external agencies.
- Be proactive in identifying trends, issues and developments relevant to our sector and work with the TST team to address and communicate these in a timely manner.
- Manage campaign timeframes



- Initiate and develop external collaboration opportunities with allies and partners to amplify our campaigns.
- Organise, plan and deliver our involvement at online and in person events that will help to promote our work and raise awareness of the work of our sector.
- Represent The Survivors Trust at external meetings, forums and focus groups.
- Stay current with sector and specialist trends, best practices, and emerging technologies to continue to develop our communications and campaign effectiveness.
- Implement feedback and lessons learned to refine and improve our communications and campaigns approach.
- Provide office administration and support as required

GENERAL

- To work within an Equal Opportunities framework.
- To attend team meetings and give regular updates to the rest of the TST team.
- To work according to a formal appraisal system.
- To undertake such training as agreed.
- To carry out routine administrative procedures.
- To help provide office cover when needed.
- To attend line management meetings.

This job description is a guide to the tasks of the Communications and Campaigns Manager only. The postholder is required to undertake such other tasks as are reasonably requested by the Chief Executive or Chair of the National Executive Committee.

	PERSON SPECIFICATION	ASSESSED BY:
Qualifications	<ul style="list-style-type: none"> ◆ A professional qualification in a relevant subject area (e.g. CIPR, CIM) 	<ul style="list-style-type: none"> ◆ Application
Experience	<ul style="list-style-type: none"> ◆ At least 3 years experience in a relevant field (such as communications, campaigns, marketing, or media) ◆ Demonstrate a good understanding of issues surrounding rape and sexual abuse ◆ Knowledge of human rights issues relating to gender based violence 	<ul style="list-style-type: none"> ◆ Application/Interview ◆ Application/Interview ◆ Application/Interview



	<ul style="list-style-type: none"> ◆ Experience of working in the voluntary sector ◆ An understanding of fundraising issues and methods 	<ul style="list-style-type: none"> ◆ Application/Interview ◆ Application/Interview
Skills/Attributes	<ul style="list-style-type: none"> ◆ Excellent computer skills including MS Office and design software ◆ Ability to work with database and CRM systems ◆ Ability to work collaboratively with cross-functional teams and external partners. ◆ Ability to use digital campaigning tools. ◆ Effective communicator ◆ Ability to self-motivate and prioritise ◆ Awareness of issues of confidentiality ◆ Ability to work at times under pressure and to set and work within directed time scales 	<ul style="list-style-type: none"> ◆ Application/Interview ◆ Application/Interview ◆ Application/Interview ◆ Application/Interview ◆ Application/Interview ◆ Application/Interview ◆ Application/Interview
Values and Attitudes	<ul style="list-style-type: none"> ◆ Communication and interactions on behalf of The Survivors Trust should be of a non-judgemental nature and show commitment to anti-oppressive practice ◆ Clear boundaries around confidential working practices ◆ Show tact, discretion and judgement ◆ Have energy and enthusiasm for the work delivered by TST ◆ Commitment to delivering a quality service 	<ul style="list-style-type: none"> ◆ Application/Interview ◆ Application/Interview ◆ Application/Interview ◆ Application/ Interview ◆ Application/Interview
Flexibility	<ul style="list-style-type: none"> ◆ Reliability and flexibility in relation to hours of work. ◆ Willing and able to undertake training as deemed necessary. 	<ul style="list-style-type: none"> ◆ Application/Interview ◆ Application/Interview
Equal Opportunities	<ul style="list-style-type: none"> ◆ Commitment to equal opportunities and anti-oppressive practice 	<ul style="list-style-type: none"> ◆ Application/Interview