

Communications Coordinator

Job title	Communications Coordinator
Responsible to	Head of Supporter Relations
Responsible for	Managing Hope into Action UK's communications
Key terms and conditions	£28,223 per annum (pro rata) 25 days annual leave + bank holidays + 3 Christmas Days (pro rata) Options for flexible working

Purpose of the job

The Communications Coordinator will be responsible for ensuring that all Hope into Action UK communications, marketing and website is accurate, concise and engaging effectively with our key audiences. Working in a key role within the Supporter Relations team, the Communications Coordinator will ensure we share good news stories and messages well, to develop and grow our brand.

Key areas of responsibility:

1. Manage Hope into Action UK website and Franchise landing pages
2. Manage and increase our social media channels and engagement
3. Produce and manage all internal and external communications
4. Update website and social media with stories from across the Network and other content

1. Manage the Hope into Action UK website

- To manage and update the Hope into Action UK website daily
- To collate impact stories from across the Network and update to our website and manage our blog pages
- To support Hope into Action Franchises with webpage template set up.
 - In the first 3 months set up 33 webpages and meet with franchises to discuss
- To ensure that the website requirements of Hope into Action's Franchises are managed well and to offer support to them where needed
- To manage and maintain Franchise landing pages on our website
- To train and support Franchises and City Leads to utilise Hope into Action's branding (RightMarket) in order to promote their work well.

- To manage Hope into Action’s branding and marketing materials via Canva and RightMarket (or other marketing platform) in order to support wider Network and Franchise team.

2. Our social media channels

- To develop a social media strategy which builds on and strengthens Hope into Action’s social media reach and engagement, whilst promoting our mission and vision to our core audiences
- To manage the day to day posting on platforms such as Facebook, Instagram and X/Twitter, updating our audience of news, events and other information

3. Internal and external communications

- To work closely with Hope into Action’s Network team, to produce our monthly newsletter ‘The Net’ for the wider Network, which includes important updates, good news stories, upcoming events and general news from across the organisation.
- To create a bi-monthly supporter newsletter in partnership with the Support Relations Coordinator.

4. Stories and Content

- To manage our photo library via Google Photos and manage the authorisation system of use of all images.
- To liaise with the wider Network to collate stories to create content for our social media platforms, website and marketing materials.

Key terms and conditions

1. Hours of Work: 24 hours per week, with potential to increase after 6 months. Work hours and days to be agreed.
2. Salary: £28,223 per annum (pro rata).
3. Flexible working arrangements. We are a dispersed team working across the country. Our Hope Centre is in Peterborough and an ability to work from there for 1 or 2 days a week would be ideal, but we can be flexible depending on circumstances.
4. Annual Leave – 25 days per annum + bank holidays & 3 days between Christmas and New Year
5. Pension – Group Personal Pension Plan paying 8% of salary
6. We encourage staff to take 2 retreat days a year and offer a paid sabbatical after 4 years in service

Person Specification

Experience and Qualifications	Essential	Desirable
Experience in managing organisation communications		
Experience of managing social media and websites		
Experience of writing to a range of audiences		

Skills and Personal Qualities	Essential	Desirable
Strong Christian faith and committed member of a local church		
Excellent written and verbal English communication skills		
Passion for storytelling and communicating positive messages		
Strong organisational skills with ability to develop and adapt systems		
Attention to detail		
Competent IT skills with ability to quickly learn and use new software as required		