



Role:	Communications and Impact Manager
Remuneration:	£29,361 FTE, £17,617 actual (Band 7)
Contract:	3 years
Hours:	21 hours - Flexible days/hours, hybrid office/home working
Location:	Brickhouse Farm, Poulton Close, Maldon, Essex, CM9 6NG
Reports to:	Head of Business Development & Partnerships
Direct reports:	None

About Action for Family Carers

Action for Family Carers is an Essex-based charity that has been making a positive difference to lives of unpaid carers, including young carers for over 30 years. We believe, with the right support, Carers can have the same opportunities in life as others, whether in education, training and employment or socially.

We are the only Carers Trust Network Partner based in Essex and have been awarded the Trusted Charity Mark at Level 2, NCVO's highest quality mark for charity management and governance.

We provide support for Young Carers, Young Carer Club Nights & Trips, Whole Family Support, Counselling, Day Care and Activity Groups. We also work with Employers, GPs and Schools to help them provide better support for Carers.

We have gained a new contract with Essex County Council to provide Adult Carer Support in West Essex and in North-East Essex.

We offer:

- 35 hour week (Full time equivalent)
- 25 days paid holiday plus bank holidays (pro-rata), rising to 27 days after 3 years and 28 after 5 years.
- Full induction and relevant training
- Contributory work-based pension scheme
- Access to a 24-hour Employee Assistance Programme
- Flexible working arrangements

Action for Family Carers is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees, volunteers, and service users.

JOB DESCRIPTION

ROLE PURPOSE:

As the Impact & Communications Manager at Action for Family Carers, you will spearhead our communications and impact measurement strategy, building the organisation's brand awareness and service promotion. You will drive effective communications across multiple channels, with specific emphasis on the creation of written and visual content for digital channels.

You will develop and implement evaluation approaches across the charity, analyse data and use these insights to create compelling written and visual content to communicate our collective achievements and learning with funders, supporters, and other key stakeholders.

You will join our charity at a critical time as we significantly expand our services to unpaid family carers. In this new role, you'll will have the opportunity to lead and shape our communication strategies.

MAIN RESPONSIBILITIES:

Strategy development and planning:

- Develop and execute a comprehensive communication strategy to effectively convey the organisation's mission, services, and achievements, increase brand awareness, grow engagement with our services and raise more funds.
- Create and manage a content plan.

Content creation:

- Take initiative in sourcing and crafting compelling content across various channels and for diverse audiences, with a specific emphasis on digital platforms. This includes developing content such as blogs, case studies, videos, on-page materials, and graphics.
- Design and incorporate visual elements such as images, infographics, illustrations, and videos to enhance the appeal and effectiveness of the content.
- Provide relevant advice and information to support carers, addressing their concerns and making them aware of help and services available.
- Collaborate with managers, staff and volunteers to proactively source content.

Social media and website management:

- Develop an effective social media plan to enhance the charity's presence and reputation across platforms including Facebook, Instagram, and LinkedIn.
- Increase reach and engagement on our social media channels through strategic content dissemination.
- Oversee the Action for Family Carers website; driving website traffic, optimising SEO; ensuring content is up to date; has a consistent tone of voice; user experience is clear and performance of content is measured.

Email campaigns:

- Implement regular email campaigns, growing our subscriber base and creating engaging, relevant content including testing to optimise results.

Evaluation & Impact measurement:

- Develop and implement an evaluation framework across the organisation,
- Analyse and interpret quantitative and qualitative data, extract insights and use this evidence to create compelling communications to demonstrate our impact.
- Lead on development of an annual Impact Report and regular reports to funders, working closely with delivery teams to ensure accurate and timely data recording.

Brand management:

- Ensure consistency in branding and visual style across the organisation to reinforce the organisation's identity and message, including design, content and marketing materials.
- Develop of an effective library of videos, photos, quotes and other key assets and materials to maximise the effectiveness of our communications.
- Lead communication efforts when delivering services in partnership with other organisations.

Analysis and learning:

- Measure and evaluate the impact of communications activity, including use of Google Analytics, using this data to drive informed decision-making.
- Explore innovative approaches to communication and engagement, research and develop new communication methods to reach more Carers.
- Manage the marketing/communications budget and track spend.

Other:

- Develop press and media relationships, including writing press releases.
- Carry out the above and any other duties commensurate with the post, agreed with the CEO and Board of Trustees, in a manner which actively supports and promotes organisational aims and policies.

PERSON SPECIFICATION

Experience

Essential

- At least 18 months proven experience in a communication or related role.
- Writing high-quality, SEO-friendly and engaging copy for a range of audiences and channels
- Using social media scheduling and analysis tools (e.g. Hootsuite), content management systems for website maintenance (e.g. Wordpress) and email marketing software (e.g. Mailchimp).
- Using graphic design tools (e.g., Adobe Creative Suite or Canva) to create visually appealing materials such as social media graphics, templates, infographics, flyers, and PowerPoint presentations.
- Managing evaluation and impact frameworks and writing impact reports.
- Analysing and interpreting quantitative and qualitative data and extracting relevant insights
- Managing budgets

Desirable

- Experience of paid social media campaigns and managing a Google AdWords campaign.
- Experience of creating video content desirable.
- Using analytical tools to track effectiveness e.g. Google Analytics.

Skills & understanding

Essential

- Excellent copywriting skills with the ability to create compelling and engaging written content for various platforms and audiences.
- Convey complex information in an accessible and engaging way.
- Strong project management and time management skills, including ability to meet deadlines, work under pressure and manage multiple priorities.
- Excellent IT skills including Microsoft services with advanced use of Excel. Customer Relationship Management (CRM) tools desirable, although training will be provided.
- Strong analytical skills with the ability to collect, organise and analyse information with attention to detail and accuracy.
- Understanding of small charities and working collaboratively as part of a small team.

Personal Qualities & Attributes

- Confident in taking the lead, with ability to work both collaboratively and independently to deliver on projects
- Excellent at building and managing positive working relationships and networks with staff, funders, partners, donors, and volunteers
- Pro-active, self-motivated problem solver with a can-do attitude
- Analytical with excellent attention to detail and quality

Other

- Passion and commitment to the aims and ethos of Action for Family Carers
- Awareness of and sensitivity to the needs and issues faced by unpaid family carers

- Ability to work flexibly, including occasional attendance at out of hours events
- Own vehicle available for use at work, with appropriate insurance cover
- Commitment to the ethos of equality and diversity.

The job holder will need to provide evidence of their ability to work in the UK.