



Job Description and Person Specification Communications Lead

Salary: £30-33k

Contract: 1-year fixed term Maternity cover

Hours: 21-28 (3-4 days/60-80% FTE)

Location: Hybrid (Primarily home working with frequent travel around Hampshire)

Manager/Coach: Chief Executive

Deadline: Tuesday 11 June / **Interview:** Tuesday 18 June

Job Purpose:

Action Hampshire supports voluntary, community and social enterprise (VCSE) organisations by providing information, peer networking opportunities and support with amplification, VCSE sector insight and a platform to have a voice. We carry out research that helps increase understanding about the VCSE sector and host forums and networks which connect and support organisations.

The Communications Lead will provide leadership and guidance with the planning, delivery and monitoring of Action Hampshire's communication activities. This role will act as a key member of our communications team, providing coaching support to the Communications Officer and Communications Administrator. This is a multi-faceted role, with opportunity to grow and develop. You'll work across the organisation, involved in many different projects and collaborating with colleagues across the team.

Key responsibilities:

Communications strategy: maintenance and implementation

- To maintain and implement an overall communications strategy which supports Action Hampshire's strategic plan and continue identifying opportunities to strengthen Action Hampshire's brand awareness, reach and presence.
- To lead on Action Hampshire's understanding of (current and potential) audience, and application of this understanding to communications across the organisation
- To champion the communication of Action Hampshire's impact
- Oversee the development of the communications team budget and annual workplan, ensuring resources are used efficiently and effectively.

Communication activities: planning, monitoring and quality control

- To provide support to the Comms team enabling the delivery of high quality, impactful, engaging and informative content for the Action Hampshire website, newsletter and social media platforms
- To maintain the tone and style of Action Hampshire's communications.
- Oversee appropriate systems and processes to ensure high quality, impactful communications in line with Action Hampshire's brand guidelines
- Track, monitor and report on digital activity to measure impact and maximise effectiveness of Action Hampshire's communications. Use appropriate benchmarks and align activities in order to meet targets and report this to CEO and board

Communications team: provide support and coaching

- To provide senior communications advice and coaching / line management support to the Communications and Officer, Communications Administrator and any Associates supporting communications work
- At times assisting the Comms team with creating social media content, collating and formatting the newsletter (Mailchimp) and updating the website (Wordpress) during periods of leave / when required

Communication support for the wider team

- To act as the communications lead as part of several project teams
- To provide internal support to Action Hampshire staff to improve their own communications skills and confidence, and advise on things such as tone, accessibility, audience and best practice.
- Support staff, volunteers and Board members to be Action Hampshire ambassadors in their communications, assisting them to write blogs, post on social media and develop other content for publications.
- Contribute to the development of new and ongoing projects, including contributing to fundraising bids, liaising with corporate partners and providing services to customers such as comms advice and training.
- To follow relevant systems and processes, and use appropriate tools, including Lightful (social media scheduling tool) and Click Up (project management software) to ensure quality control across Action Hampshire's communications.
- To positively promote our work in a professional manner, consistent with our core values.

This job description is indicative of the range of current duties and responsibilities for the post, it is not comprehensive. It is inevitable that the duties will change to reflect organisational change and it is essential therefore that it is regarded with a degree of flexibility, so that changing needs and circumstances can be met. All changes will be discussed with the post holder.

Person Specification:

Skills

- Team leadership and enabling
- Developing and communicating communications strategies, analysing and improving effectiveness
- Website development and optimisation
- Excellent writing, editing and communication skills
- Skilled digital planner, with a track record of inspiring and leading on digital
- Attention to detail and competency in design softwares - Canva (essential) Adobe Indesign (desirable)

Experience

- Demonstrable experience of providing employee centered line management (essential) and coaching support (desirable)
- Demonstrable experience contributing to and implementing a communication strategy
- Experience in managing and optimising website content (using Wordpress)
- Familiarity with Google Analytics and digital monitoring tools
- In-depth experience and understanding of current social and digital communications tools, landscape and trends.
- Proven experience in creating content and managing social media channels in a professional role
- Experience in producing and optimising email marketing (using Mailchimp)

Personal qualities

- Proactive, creative and flexible approach with a positive 'can-do' attitude.
- Self-motivated with the ability to work effectively and autonomously from home, while also working collaboratively as part of a tight-knit team.
- Highly organised and able to manage a varied workload with multiple priorities.