

## **JOB DESCRIPTION – Communications Manager**

**Reporting to:** Head of Operations

**Location:** Bristol Office/Hybrid working available

**Responsible for:** The development and delivery of our Communications Strategy, balancing strategic oversight with implementation, ensuring that all communications are aligned with our brand, mission and values.

### **About Self injury Support**

Self Injury Support (SIS) is the leading UK charity dedicated to supporting individuals affected by self-harm. We understand that self-harm is not a standalone mental health issue; it is also often a complex personal, social, political and economic issue. Our mission is to provide accessible, inclusive, experience-led services and evidence-based training to improve the lives of those who self-harm and the people who care for them; helping to reduce harm directly and indirectly, minimising stigma, and creating collaborative, compassionate avenues for change.

### **The purpose of the role**

This role contributes to our aims by ensuring our communications, spanning digital, social media, public relations and campaigns, support the achievement of our charitable aims.

The Communications Manager will work closely with the CEO and wider team to deliver impactful campaigns that attract new beneficiaries, partners, funders, and supporters while strengthening engagement with existing audiences. This role presents an exciting opportunity to shape and embed our rebrand and drive the success of our new website.

### **THE EXPECTED OUTCOMES OF THIS ROLE ARE:**

- Successful launch and embedding of our rebrand and website.
- Increased awareness and understanding of our mission and services among key audiences.
- Growth in our supporter base, including beneficiaries, funders, supporters and advocates.
- Consistent and impactful messaging across all communication channels.
- Data-driven insights into communication effectiveness, enabling continual improvement.
- Strengthened internal capacity for communications through support and guidance to the team.

### **RESPONSIBILITIES AND ACTIVITIES ARE:**

#### **Strategy Development and Oversight**

- Develop and deliver a comprehensive communications strategy, ensuring alignment with our goals and values.
- Lead on the launch and embedding of our rebrand and new website to maximise reach and impact.
- Implement and oversee our branding and messaging across all communication channels, ensuring consistency and effectiveness.

- Stay updated on best practices and emerging trends in charity and health sector communications to drive innovation.

### **Delivery of Communication Campaigns and Materials**

- Oversee the production of high-quality branded materials, publications, and resources to engage various audiences.
- Manage digital and social media channels, ensuring impactful content that resonates with beneficiaries, funders, and supporters.
- Act as the primary point of contact for media enquiries, drafting press releases, and building relationships with journalists and influencers.
- Provide hands-on support to ensure communications are well-executed, timely, and aligned with strategic goals.

### **Collaboration and Team Support**

- Work closely with the CEO and wider team to plan and deliver impactful campaigns that align with our mission.
- Support and empower colleagues with tailored communication tools, templates, and guidance to enhance outreach efforts.
- Manage and influence relationships with external stakeholders, including funders and partners, to amplify our message.

### **Data-Driven Decision Making**

- Monitor and analyse the effectiveness of communication channels and campaigns, using data to refine strategies and improve performance.
- Provide regular reports on key performance indicators (KPIs) and communication outcomes.
- Use insights from data to inform communications, demonstrate impact, and enhance audience engagement.

### **SKILLS AND COMPETENCIES:**

<b>Person Specification Requirements</b>	<b>Essential</b>	<b>Desirable</b>
Experience developing communications strategy	X	
Experience of brand management	X	
Excellent written and verbal communication skills	X	
Experience of social media management in the charity sector		<b>X</b>
Experience of developing and management of websites	X	
Experience managing and influencing external stakeholders	X	
Experience working in a small Charity		X
Experience using data to inform outputs which demonstrate impact	X	
Awareness of charity sector communications trends and best practice	X	

Use of Microsoft Office tools	X	
Use of Canva, InDesign, MailChimp and/or other relevant communications software	X	
Excellent organisational and logistical project management skills, with a high level of attention to detail	X	
Strong interpersonal and relationship management skills		
Ability to work both independently and collectively as part of a team	X	
An understanding of how to tailor communications to suit a range of audiences and outlets	X	
Proactive and action oriented	X	
Flexible and adaptable	X	
A passion for Self-Injury Support's mission, vision, and values, with an ability to communicate effectively about sensitive and complex topics	X	