Communications Manager

Reporting to: Head of Communications, Campaigns & Awareness
Location: Remote - attending in-person team meetings every quarter
Contract: Permanent
Hours: 3 days per week (22.5 hours)
Salary: £38,000 (pro rata for 22.5 hours/week)

About the role

The Communications Manager will play a hands-on role in delivering NCUK's day-to-day communications across social media, email, website, campaigns, PR and other channels.

Working closely with the Head of Communications, Campaigns & Awareness, who provides overall communications strategy, creative direction and senior messaging, you will take operational ownership of bringing this direction to life across NCUK's communications.

This is a varied, hands-on role with plenty of opportunity to contribute ideas and creative thinking, working closely with the Head of Communications, Campaigns & Awareness on the development and delivery of NCUK's communications.

What you'll do

- Manage NCUK's day-to-day communications across social media, email, website and other digital channels.
- Create, write, edit and adapt engaging content for different audiences, working within NCUK's agreed communications strategy, messaging and creative direction.
- Work with the Head of Communications, Campaigns & Awareness to plan NCUK's social media and content calendar, taking responsibility for day-to-day content creation, scheduling and delivery.
- Support the planning and delivery of newsletters, email campaigns and targeted communications, including content creation, audience segmentation and distribution.
- Keep website content accurate, engaging and up to date, supporting SEO, accessibility and user experience.
- Use Salesforce/CRM to manage audience segmentation, targeted communications and email journeys.
- Use Google Analytics, social media, email and CRM data to monitor performance, produce regular reporting and identify opportunities to improve engagement.
- Support the delivery of NCUK campaigns, turning agreed campaign ideas and messaging into coordinated activity across channels.
- Support PR and media activity, including drafting press materials, monitoring coverage and helping manage day-to-day media opportunities.

- Create and adapt day-to-day communications assets using NCUK's brand and agreed templates, working with external creative suppliers where needed.
- Develop patient and supporter stories and help translate complex medical and scientific information into clear, accessible communications.
- Manage day-to-day internal communications and support communications around NCUK events and initiatives, including the Hero Awards.
- Monitor communications performance, measure engagement and report on key metrics. Use this data to improve communications and increase reach and impact.
- Tailor content and channel approaches to different NCUK audiences, including patients/community, healthcare professionals, supporters, fundraising and wider stakeholders.
- Support the Head of Communications, Campaigns & Awareness with reactive or sensitive communications when required.

What you'll bring

- Strong communications experience with excellent writing, editing and proofreading skills.
- Hands-on experience managing social media, websites and email communications.
- Confidence using digital analytics, including Google Analytics and social media insights.
- Experience using CRM systems and audience data; Salesforce experience would be an advantage.
- Experience creating digital content and simple assets using tools such as Canva or Adobe Creative Suite.
- Strong organisational skills and the ability to manage multiple priorities and deadlines.
- A proactive, collaborative approach, with the confidence to bring ideas and recommendations as well as deliver agreed activity.
- Minimum 5 years' experience working in a senior communications, digital communications or marketing role.

Experience within a charity, healthcare or patient organisation, PR/media, SEO or video editing would be an advantage, but isn't essential.