

Communications Manager – Job Description

Job Title: Communications Manager

Department: Income Generation and Partnership Development

Reports to: Director of Income Generation and Partnership Development

Direct reports: None

Contract: Permanent

Hours: Full time, (part time and flexible arrangements considered)

Salary: £30,588 -£39,327 per annum (pro-rata if part time and dependent on experience)

Role purpose:

To lead and manage communications across the organisation, acting as the central point of contact for internal teams while delivering much of the communications work directly. The role will improve planning and coordination across the organisation, ensuring communications activity supports organisational priorities, while creating high-quality content and providing practical communications support to programmes, campaigns and organisational initiatives.

This role is suited to a confident, hands-on communications professional who can operate independently as a sole communications specialist, balancing strategic planning with day-to-day delivery.

Key deliverables:

Communications Planning and Coordination

- Develop and maintain organisation-wide communications plans and calendars.
- Improve forward planning and coordination of communications activity across teams.
- Ensure communications activity supports organisational priorities and strategic objectives.
- Build proactive relationships across the organisation to identify stories, opportunities and communications risks.
- Support senior leaders in embedding effective communications planning across the organisation.

Content Creation and Channel Management

- Create high-quality written and visual content across a range of communications channels.
- Film, edit and produce simple video content where appropriate.
- Manage and continually improve organisational communications channels, ensuring content is effective, engaging and consistent.
- Ensure messaging and brand identity are applied consistently across communications activity.

Campaign and Project Support

- Provide communications advice and delivery support to organisational projects and programmes.

- Develop key messages and high-quality communications materials for a range of audiences.
- Support organisational announcements, campaigns and other strategic communications activity.
- Work collaboratively with colleagues to maximise the impact of communications activity.

Stakeholder Collaboration

- Build strong working relationships across the organisation to identify communications opportunities and coordinate activity.
- Work particularly closely with the Fundraising team to maximise impact and ensure coordinated messaging.
- Collaborate with colleagues supporting social media activity, including existing operational support within the Fundraising team.
- Act as the organisation's communications adviser, providing practical guidance and support to colleagues.

External Supplier Management

- Manage freelancers, agencies and consultants where specialist communications expertise is required.
- Commission and oversee external communications support where appropriate.
- Manage communications budgets allocated for external support, ensuring value for money and effective delivery.

Monitoring and Continuous Improvement

- Monitor communications performance and identify opportunities to improve effectiveness across channels.
- Keep up to date with communications best practice, emerging trends and relevant sector developments.
- Support the organisation in developing a more proactive, coordinated and sustainable communications function

In undertaking these roles, the postholder should also have regard to:

- Acting as an ambassador for the work, vision and values of Earthwatch Europe.
- Ensuring continuous development of skills and knowledge required for the post, undergoing training and performance review as required.
- Working within all the policies and procedures of Earthwatch Europe, ensuring compliance with health & safety policies and all legal and contractual obligations associated with the post.
- Collaborating with other Earthwatch teams to ensure effective delivery of partnership programmes.
- Carrying out any other reasonable duties commensurate with the level of responsibility of the post, as requested by the postholder's line manager.

Person Specification

Essential	Desirable
<i>Knowledge & Experience</i>	
Experience providing communications support to organisational projects, campaigns and senior stakeholders.	Experience of crisis communications and/or media relations.
Experience managing organisational communications channels and ensuring consistent messaging.	
<i>Skills & aptitudes</i>	
Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences.	Photography, video production or graphic design skills.
Strong organisational skills, with the ability to manage multiple priorities and work independently.	Experience using a range of communications and digital marketing platforms.
Ability to build positive relationships and influence colleagues across teams.	
Strong planning and coordination skills, with the ability to improve communications processes across an organisation.	
Ability to balance strategic thinking with practical day-to-day delivery.	
<i>Personal Characteristics</i>	
Demonstrable passion for environmental issues and sustainability	
A confident self-starter who requires minimal day-to-day management.	
Comfortable working as the sole communications professional within an organisation.	
Proactive in identifying stories, opportunities and communications risks.	
Highly organised, adaptable and able to prioritise competing demands.	
Committed to Earthwatch Europe's mission and values.	
Demonstrates sound judgement, resilience and the confidence to work with senior colleagues and external partners.	