

Making the Leap.

Role Title	Communications Manager
Reporting to	Head of Communications
Key relationships	Head of Communications, Communications Manager, Deputy CEO, all Making The Leap staff and Making The Leap Fellows and Associates.
Location	Kensal Green, London, and remotely. Currently three days a week in the office.
Working hours	Monday to Friday, 9.00am to 5.00pm
Salary	£40k per annum
Pension Scheme	10% contribution (5% non-contributory)
Closing Date	4 th July 2026

OVERVIEW

- You will write, edit, build and send emails to key supporter audiences, including developing supporter journeys for Making The Leap, The UK Social Mobility Awards (including the Social Mobility Business Seminar), The Social Mobility List, The Social Mobility Podcast and Social Mobility Day.
- You will ensure email data is accurate and correctly segmented in order to target marketing activities appropriately.
- You will support the delivery and continual development of a mass email communication strategy
- You will support delivery of the design and administration of marketing and communications activities and materials, including physical marketing (flyers, banners, signage etc.).
- You will manage Making The Leap's, the UK Social Mobility Awards' (SOMOs), Social Mobility List and Social Mobility Day websites, along with the Web Developer.
- You will manage Making The Leap's corporate LinkedIn accounts including Social Mobility Day and The UK Social Mobility Awards and The Social Mobility Podcast pages. This includes working with the Communications Manager on content creation.
- You will contribute to Making The Leap's storytelling strategy with Fellows, Associates, partners and colleagues.
- You will contribute to internal communications strategy, including providing communications material to other Making The Leap teams to use in partnership conversations.
- As part of the Making The Leap team, you'll help transform the futures of young people

PRINCIPAL ACCOUNTABILITIES AND RESPONSIBILITIES

These include, but are not limited to:

1. The post holder must at all times carry out his/her duties with due regard to Making The Leap's policies including Equal Opportunities, Health & Safety and Safeguarding.
2. To contribute, as directed, to the development of Making The Leap's marketing and communications activities for key target audiences through research and implementation.
3. To ensure all materials are effective, produced to a high standard within budget and delivered on time.
4. To liaise with internal staff to collate information and then design and create tailored promotional materials/digital marketing campaigns appropriate to Making The Leap's specific projects/activities for children and young people.
5. To support with all aspects of Making The Leap presence at exhibitions, fairs and events, and promotion of the events.
6. Regularly update and manage information on the Making The Leap, SOMOs, Social Mobility Day and Social Mobility List websites.

7. Manage all Making The Leap, SOMOs and Social Mobility Day LinkedIn accounts, including paid social campaigns, by regularly designing and uploading relevant and audience-appropriate information in various media formats and monitoring activity.
8. To liaise with external companies including suppliers or design companies.
9. Manage charity's Google Ads Grant account.
10. Sourcing and editing business content, collecting and publishing case studies, blogs and success stories/testimonials
11. Complete all administrative tasks including effective record keeping and any other administrative tasks that the Head of Communications may reasonably require.
12. Participate in Making The Leap's promotional activities (including televisual, radio and written media) as requested.
13. Liaising with UK Social Mobility Awards partners to ensure cross-promotion.
14. Updating photo library and capturing photographic content from workshops and insight visits.
15. Provide progress/monitoring reports to your line manager, and leadership, as requested.
16. Assist in the gathering of impact statistics for the Head of Communications.
17. Any other duties within the general scope of the post.

PERSON SPECIFICATION

Experience of:

- Relevant background in a previous role, including planning and deploying paid social media, digital campaigns (Google Ads), and email marketing.
- Content creation – for websites and social media.
- Digital skills including Office 365 systems (inc. Teams and SharePoint), WordPress, Photoshop, InDesign and Canva.
- Analytics and data skills including Google Analytics.
- Developing an engaging end to end digital customer experience.
- Experience of insight reporting and key metric tracking.
- Broad understanding of social media insight software and campaign management.
- Search engine optimisation.
- Digital copywriting and editorial skills.

Skills and knowledge:

- Excellent verbal and written communication skills.
- Excellent interpersonal skills.
- Excellent organisational skills: the ability to manage a large number of tasks to multiple deadlines.
- Reliability.
- Self-motivated, energetic and able to use own initiative.
- Professional approach to all tasks, flexible and self-demanding of excellence.
- Excellent telephone manner.

Personal attributes:

- Passionate about enabling social change and supporting young people to achieve the best from life.
- A purpose-driven mindset and commitment to an ethical approach.
- Proactive, self-starter with energy and drive.
- Professional, approachable and compassionate.
- A flexible attitude with a curious mindset and ability to keep learning.
- A problem-solver, able to solve and engage in long-term, strategic thinking and programme planning.
- Ability to identify, plan and prioritise own work.
- Ability to meet set targets.
- Ability to work to and achieve deadlines.
- Ability to work as part of a team and on own initiative.

If you wish to be considered, please apply via CharityJob with your CV and a covering letter explaining why you are interested in this position and why you want to work for Making The Leap. The covering letter is your opportunity to talk yourself into an interview: please use it.

***Please note: Any application that does not include a covering letter will not be considered.**

Due to the large number of applications we receive, we regret that only shortlisted candidates will be notified.