

Communications and Marketing Lead

Key information

Location: Home based, anywhere in the UK

Reporting to: Communications and Fundraising Manager

Hours: Full time (35 hours per week)

Salary: £32,000-£35,000 per annum

Role summary

Shannon Trust's vision is of a future where everyone can experience the positive impact of learning. The Communications and Marketing Lead will play a key role in Shannon Trust's communications with a range of audiences, and will support with generating income from various sources. The post holder will have day to day responsibility for assisting with supporter engagement, brand consistency and tone of voice through our systems and platforms, as well supporting the stewardship of all supporters, volunteers and donors. They will be an expert in content creation and press relations and will lead on social media and the management of the Shannon Trust website. This role is a great opportunity to take ownership of projects and campaigns, and help Shannon Trust reach many more people. The post holder will have scope to develop new skills, hone existing ones, and be creative – new ideas and approaches are always welcomed.

Our values

At Shannon Trust we value the individual. We are supportive and non-judgmental – with our learners, mentors, volunteers and each other.

We work with many people across the criminal justice system and beyond, supporting them to improve their basic literacy and numeracy skills. Developing those skills is critical in reducing reoffending and improving life chances. We want to take every step possible to encourage those with lived experience into employment.

We are an accredited 'Ban the Box' employer, meaning we do not ask applicants to declare convictions at the application or interview stage. We only ask for this information where necessary for the role, and not until after an offer of employment has been made.

How to apply

- [find out more and apply](#)

Job description

About the role

Shannon Trust's vision is of a future where everyone can experience the positive impact of learning. The Communications and Marketing Lead will play a key role in Shannon Trust's communications with a range of audiences, and will support with generating income from various sources. The post holder will have day to day responsibility for assisting with supporter engagement, brand consistency and tone of voice through our systems and platforms, as well supporting the stewardship of all supporters, volunteers and donors. They will be an expert in content creation and press relations and will lead on social media and the management of the Shannon Trust website. This role is a great opportunity to take ownership of projects and campaigns, and help Shannon Trust reach many more people. The post holder will have scope to develop new skills, hone existing ones, and be creative – new ideas and approaches are always welcomed.

Responsibilities

Communications and marketing

- Proactively create content for use across a range of internal and external channels, such as emails, press releases, case studies videos and blog posts, ensuring content follows brand, tone of voice and accessibility guidelines
- Support the Communications and Fundraising Manager with media monitoring, press enquiries and the distribution of press releases acting as the first point of contact for enquiries, building relationships with press and escalating where appropriate
- Create engaging social media content that will increase engagement with Shannon Trust's supporters. Have a good understanding of how each platform works and what content will be most effective, and keep up to date with trends, tools and best practice
- Manage the day to day running of social media channels, monitoring engagement and responding to comments and messages where necessary
- Use analytic tools to monitor and evaluate digital activities, including social media, website and email marketing, to influence future content and increase audience engagement
- Use paid and organic marketing tools to promote the work of Shannon Trust, including Google Ads
- Lead on website maintenance and development at Shannon Trust, making sure content is kept up to date, that the website performs well against key metrics, working in partnership with our developers as the main point of contact
- Be a brand champion for the organisation, ensuring messaging, content and resources are to brand and accessible

- Support operational staff with timely and engaging communications materials, working with external designers as needed
- Contribute to targeted campaigns to promote, support and raise funds
- Contribute to organisational communications strategy and planning

Income generation

- Support the process of identifying new funding opportunities
- Support the development, management and stewardship of income and relationships in relation to public donations from a variety of sources
- Manage and respond to enquiries from supporters
- Support on fundraising regulation obligations, keeping knowledge up to date

Information systems/platforms and reporting

- Use Salesforce to record income generation activity including contacts with funders and donors
- Inputting and exporting data from fundraising and email platforms such as JustGiving, Enthuse and Mailchimp
- Maintain relevant databases and data collection systems

Business planning and finance

- Contribute to organisational business planning and budget setting
- Liaise with fundraising and communications volunteers, briefing and supporting them as required

Other

- Putting the learner at the heart of what you do, actively contribute to a culture of learning, reflection, teamwork and development, behaving at all times in line with the organisation's values
- Participate in regular one to ones and annual reviews, contributing to the identification of objectives and professional development goals
- Carry out health and safety responsibilities in accordance with the Health & Safety Policy
- To undertake other duties and responsibilities commensurate with the role, as may be reasonably required by Shannon Trust or as a mutually agreed development opportunity. This document will be subject to periodic review in consultation with the job holder
- Protecting Children and Vulnerable Adults is a core responsibility of all staff. Staff are expected to alert their line manager to any concerns they may have regarding the abuse or inappropriate treatment of a Child or Young Person, or Vulnerable Adults

Person specification

Experience

Essential requirements	Desirable requirements
<ul style="list-style-type: none"> • Day to day development and delivery of communications across all used platforms and channels • Developing relationships including influencing key decision makers, building partnerships and working collaboratively with external agencies • Experience developing relationships with press, taking enquiries from press and submitting press releases and/or working on campaigns • Website management, development, curation and analytics, including the use of GA4 and Google Ads • Experience of developing brand assets and promotional resources 	<ul style="list-style-type: none"> • Experience using communications and marketing to generate income from charitable sources • Experience of stewarding donor relationships • Experience creating SEO optimised content • Knowledge of accessibility best practices for different communications channels • Experience planning and delivering events – in person and online

Skills and abilities

Essential requirements	Desirable requirements
<ul style="list-style-type: none"> • Ability to work proactively. Good time management skills, with the ability to prioritise your workload, work under own initiative and manage multiple pieces of work • Ability to manage day to day tasks whilst simultaneously working strategically on longer-term developments • Excellent communication skills, able to build relationships, network, influence and communicate messages to a range of audience • Ability to contribute to clear, succinct and engaging reports, emails and other key communications 	

Knowledge and understanding

Essential requirements	Desirable requirements
<ul style="list-style-type: none"> Understanding of the reasons why adults might not be able to read, and the personal and practical barriers to engaging with education faced by people in prison and the community Good understanding of digital marketing tools and practices 	<ul style="list-style-type: none"> Knowledge and understanding of the criminal justice system Knowledge and understanding of the education landscape in prisons, including policy related to prison education and rehabilitation

Technical and qualifications

Essential requirements	Desirable requirements
<ul style="list-style-type: none"> IT literate with experience of using Microsoft Office, databases, communication tools and in-depth utilisation of social media tools Experience using databases for effective record keeping 	<ul style="list-style-type: none"> Design skills for print and digital collateral – proficiency with packages like Adobe Photoshop, Canva or other design creation tools would be ideal Basic video editing skills

Personal characteristics

Essential requirements	Desirable requirements
<ul style="list-style-type: none"> Proactive, solution focused, patient and tenacious. Tactful whilst able to act with diplomacy Performance minded and results orientated, with learners at the heart of what you do Non-judgemental attitude towards working with prisoners. Committed to anti discriminatory and inclusive working practices 	

Circumstances

- The right to work in the UK
- Able to accommodate a home office or have access to other suitable office facilities
- Able to travel occasionally around the UK, including overnight stays