



Job title:	Interim Communications Manager
Contract type/duration:	6 months
Working pattern:	4-5 days per week, flexible
Location:	Home working/remote, some UK travel, regular in-person meetings
Salary:	£55,000 per annum, pro rata
Line manager:	CEO
Reports:	The post holder will be responsible for recruiting and building a small team of freelance and communication professionals

Who are we? Small but mighty: our dynamic and passionate team is dedicated to bringing people together around the UK to help welcome refugees into our communities. Our strength comes from the hundreds and hundreds of people who work together to prepare for new refugee arrivals. So far, we have helped to resettle more than a thousand people into their new lives in the UK, people escaping violence, torture, war, and persecution, from Ukraine to Syria and Afghanistan.

What do we do? It is not easy making a new life in a new country: a new culture, often a new language. New arrivals often need help finding a job, registering with the GP, enrolling their children in school, and - not least - finding somewhere to live, so we provide training and support to equip local groups to help refugees do this. We also work with local authorities and other agencies to ensure groups and refugees are well-supported, even when things don't go to plan. It is inspiring, rewarding work.

About the role: Reset is increasing its public engagement activity to grow the number of refugees who are welcomed to the UK. To achieve this, it needs to reach out to new and diverse target audiences to communicate and persuade people and communities to sponsor refugees.

As Communications Manager, you will play a crucial role in pioneering community-led refugee support in the UK and will lead the hands-on execution of diverse engagement and communication campaigns. You will manage freelance experts to implement impactful multi-media, and multi-channel campaigns. These may include face-to-face discussions with sponsor organisations, volunteers, and refugees. You will design and draft compelling articles/content and create short-form video, whilst being open to pioneering the use of the most innovative, creative, cutting-edge tools for content design and creation.

You will manage all aspects of the communications spectrum: in addition to launching creative and inspiring marketing campaigns, you will develop key media relationships, develop content for digital channels to enhance Reset's presence and public profile and more, with the aim of maximising engagement with new audiences.

The Communications Manager will advocate for community led welcome and build on existing foundations to drive awareness and influence positive change within communities, political arenas, and policy makers. The role will inform a future communications strategy to support Reset's charity aims and organisational objectives.

As Reset often works remotely, our internal teams need to liaise effectively with each other to support public engagement and programme delivery within the organisation, so you will need to be

able to work collaboratively and proactively to build effective professional relationships with colleagues remotely.

The successful candidate will be a hands-on and inspirational communications professional with a strategic mindset. The postholder will take a community centred approach in engaging its target audience in communities, and help position Reset as the go-to body for community-led refugee welcome. You will share human stories of seeking safety and stories of volunteers' experience of welcoming refugees. This will help communicate the passion and curiosity needed to motivate and inspire more volunteers to embark on a refugee welcome journey and join the community-led welcome movement.

As a senior leader, you will work closely with the CEO and form part of the senior management team, focused on growing the charity to meet the needs of people who want to welcome refugees through community sponsorship. You will support the CEO in providing briefings for media interviews, policy meetings, funders, and board reports.

Responsibilities

	% of time
Digital/media/marketing	
<ul style="list-style-type: none"> Develop and execute a content strategy to expand community-led welcome in the UK. Manage Reset's digital presence with a focus on engaging new audiences with the view to increasing the number of potential sponsors. Identify target market segments and create campaigns to attract new sponsors and retain existing ones. In collaboration with the CEO, drive brand awareness and brand positioning through effective messaging and communication strategies. Develop key media relationships to enhance public profile. Lead all digital marketing initiatives, including website management, search engine optimization (SEO), newsletter, and social media marketing. Monitor and analyse digital marketing campaigns' performance using appropriate analytics tools and make data-driven decisions to optimise results. 	50%
Content creation	
<ul style="list-style-type: none"> Oversee the creation and distribution of high-quality content, such as articles, case studies, blogs, and videos, to engage and educate the target audience. Collaborate with internal subject matter experts to create compelling and informative content that engages potential sponsors with Reset's work. Create or commission stories and resources, images, and media. 	30%
Line management and working as part of a team	
<ul style="list-style-type: none"> Recruitment and line management of communications professionals. Participating in the SMT. Contributing to reporting to Trustees and funders. 	20%

About you

Essential skills/experience

- Excellent leadership skills, with the ability to inspire and motivate a team of freelance and communications professionals, with an empowering and collaborative style which is sympathetic to a trauma informed approach.
- A broad experience of managing external communications, to include media and social media, marketing campaigns, digital, websites.
- Be skilled in the practical delivery of multi-media, multi-channel communication and engagement campaigns. This could include in-person, print and digital channels.
- Have an eagerness to incorporate AI into the creative process.
- Be able to demonstrate the ability to build communications campaigns on a limited budget.
- Have expertise in digital marketing, including email marketing, social media marketing, and analytics.
- Have a strong background in content marketing, with a track record of developing engaging content and managing content distribution channels.
- Possess an analytical mindset with the ability to interpret data, extract insights, and make data-driven decisions.
- Be committed to working in a dynamic organisation with a goal for rapid, significant impact.
- Be passionate about having a positive impact on the lives of refugees from some of the world's most unstable states.
- Have outstanding written and communication skills.

Desirable skills/experience

- Experience of building partnerships with individuals and organisations.
- Knowledge of other communications disciplines.
- Knowledge or experience of the resettlement sector.

Benefits

28 days holiday per year plus bank holidays (pro rata for part-time employees); plus the period between Christmas and the New Year at the Board's discretion.

Unique professional development opportunities in a pioneering engagement and communications environment.

Collaborate with seasoned professionals, enjoying the freedom to innovate and create.

Close involvement with frontline services, gaining insights into refugee needs.

Auto-enrolment pension scheme (3% paid by Reset).

Agile working enabling you to vary your working hours outside our 10am-12pm and 2pm-4pm core hours.

Employee assistance programme, confidential telephone counselling service, or suitable alternative.

How to apply

Please send the following to: recruitment@resetuk.org

- Your CV, and
- A short statement (maximum 2 pages) setting out how you meet the requirements of the role.

Closing date 5th February 2024, 12noon. (We will be assessing applications as we receive them and reserve the right to interview, if necessary, before the closing date).

About Reset

As a leader in refugee support, Reset is dedicated to creating welcoming communities for refugees through effective engagement and advocacy.

Reset empowers volunteers to welcome refugees into communities across the UK. The charity was set up in 2018 to coordinate the growth of the Community Sponsorship movement across the UK and have since embraced other forms of community-led welcome.

We ask each member of our team to:

- Take part in pre-arranged quarterly team meetings, normally alternating between London/southeast and Manchester/north west, which may require overnight stays.
- Meet in-person with all members of their team at regular intervals.
- Meet the people they line manage in-person at regular intervals.
- Be available for in-person meetings with stakeholders where this is beneficial to Reset's work.

Diversity and inclusion

Reset has a strong commitment to tackling inequality. We positively welcome applications from all parts of the community and with diverse cultural backgrounds, and particularly from people with lived experience of having refugee status or supporting refugees.

We recognise that candidates from underprivileged backgrounds are less likely to attend university and gain significant work experience. We encourage candidates who match most of the requirements (but not all) or who partly meet the requirements (but not fully) to still consider applying for the role. If you would like to arrange an informal conversation about your suitability for the role, please contact recruitment@resetuk.org

We will ask all shortlisted candidates to complete an equality monitoring form.

Candidates with disabilities or long-term health conditions will be asked to let us know if they need any adjustments during the recruitment process.

Applicants must have the right to work in the UK.