

# Partner Communications Manager



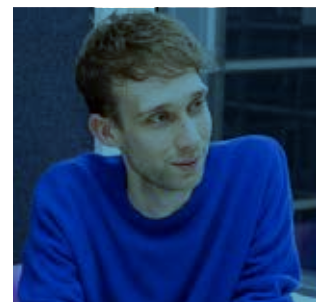
Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

## The job, in a nutshell

You'll develop and oversee communication channels and plans which are aligned to our strategic objectives and which ensure our network colleagues feel supported, informed, included. You'll collaborate with colleagues across Age UK and the Age UK network to develop inspiring content so we can best support people the Age UK network and help them in their work to improve the lives of older people.

## What you'll do for us:

- Working closely with Age UK's Chief Network Officer, Director of Network Support and Engagement, and Head of Internal Communications, you will be part of a team leading on a communications strategy which helps to make the Age UK network a great network to be a part of.
- You'll ensure our communications and engagement are aligned with Age UK's strategy, values, Standards of Conduct and the Age UK network's Shared Strategy and that they foster and promote inclusion and diversity.



“My work at Age UK has taken my skills, knowledge, and experience as a communicator to the next level. Every day I get to work with a team of fun, talented, and inspiring people helping colleagues right across the Age UK network to do everything we can to support older people.”

**George Harvey,**  
COMMUNICATIONS  
MANAGER

## Our values



Collaborative



Impactful



Ambitious



Inclusive

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- You'll be a trusted and respected advisor on communication needs, working collaboratively with colleagues across the Age UK network, including senior colleagues.
- You'll create clear, engaging, high impact content for a range of online and offline channels.
- You'll publish e-newsletters, intranet and other collateral using a range of digital tools.
- You'll enable colleagues to communicate well by coaching, curating, and commissioning content.
- You'll support and encourage collaboration, participation, and the sharing of best practice.
- You'll work closely with colleagues and teams across Age UK, and the Age UK network to develop and deliver impactful internal communications and engagement plans.
- You will take the lead in developing new processes and systems to improve our ability to plan partner communications better – ensuring our audiences receive engaging, timely, accurate and informative communications which capture their attention.
- You'll be a strong stakeholder manager, able to work and think collaboratively across teams, engaging people in partner communications and translating information into easy-to understand communications which utilise multiple channels.
- You'll understand our network's brand guidelines and tone of voice and be able to interpret them into engaging communications for our colleagues and partners.
- You'll be a first point of contact for the partner communication needs of colleagues and you will support the delivery of updates from senior leaders at Age UK through partner emails and events.
- You'll proactively look for new and innovative ways to develop and improve our communication channels, at all times being on the lookout for great stories from across the charity and network, that showcase and celebrate good practice to increase employee engagement and motivation.
- You'll deliver impactful writing by seeking out and distilling complex information into engaging content that can inspire and inform our colleagues and local and national partners.

## Location

Flexible - Home based or London/Hybrid

## People management

No

## Division

Network Support



[ageuk.org.uk](https://ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

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- Create and deliver presentations, video content and interactive engagement.
- You'll develop an in-depth knowledge of Age UK's work nationally, locally, and internationally, keeping up with the latest developments. You'll use this knowledge to maximise opportunities to keep our colleagues engaged with and inspired by our charitable purpose – helping them to do their jobs better and deliver more for older people.
- You will own, review and edit content, ensuring proper sign off processes are followed and make sure that copy is accurate, to the point, but compassionate.

## Must haves:

- Demonstrable experience in a similar communications role (internal or federation / member communications) with practical examples of impact.
- Outstanding writing skills with the ability to turn complex material into succinct, accurate and engaging copy with a strong understanding of audience.
- An eagle eye with strong attention to detail and excellent proof-reading skills.
- Strong story telling skills.
- Adept at strategic and critical thinking, always keeping sight of the bigger picture.
- A credible networker with strong inter-personal skills, able to build trusted relationships at all levels.
- Strong diplomacy, influencing and coaching abilities.
- Ability to work under pressure in a fast paced, changing environment, and proven organisational skills.
- Current knowledge of a broad range of communication tools, including a good understanding of email marketing and content management platforms and demonstrable experience of using them to deliver internal communication plans.
- Experience of using and managing intranet content management systems.
- Have the confidence to share ideas with colleagues both in

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person and online.

## Great to have:

- Experience of developing launching and overseeing intranet systems, with a strong focus on audience and engaging and up-to-date content.
- Strong working knowledge of using Sharepoint/ MS Teams for internal communications and employee engagement.
- Experience of using online and offline tools and products for increasing employee engagement (eg LinkedIn, Yammer, printed collateral etc).
- Experience of developing corporate communications products, including annual reporting.
- Experience of using video editing and graphic design software.
- Project management experience with the ability to balance multiple priorities and stakeholders and use initiative, influencing skills and inter-personal skills to take forward projects.

## Any other relevant details

- Requirement to travel which may involve overnight stays.
- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

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