

Job Description - Communications Manager



Date: February 2025

Job Title: Communications Manager

Reports to: Head of Advocacy, Impact & Communications

Direct Reports: None

Location: London and the South East. Home working, with a requirement to regularly attend external meetings and events (mainly in London but on occasions elsewhere in the UK)

Salary: £38,000 per annum (pro rata if part-time)

Hours: Full-time but will consider requests for part-time (4 days per week)

About the role

We are seeking a talented and passionate Communications Manager to lead the creation and dissemination of compelling content that elevates our brand, engages our audiences, and positions ARC as a thought leader in the provision of financial incentives for fruit and vegetables.

Job Description- Communications Manager

Working with the Head of Advocacy, Impact and Communications, you will be responsible for building our communications into a coherent strategy and driving it forward in collaboration with team members across the charity. You'll help us to grow and extend our reach to key audiences with demonstrable experience planning, creating and delivering high-quality, engaging and informative communications and content across channels, including our website, social media and publications.

You'll take the lead on media and PR activities for the charity, driving proactive media coverage, managing press bids, and pitching stories to national and local journalists, so significant experience working in media relations is essential.

You'll be a strategic, creative communicator adept at keeping up with the latest trends and sector developments.

Our ideal candidate will:

- Be a brave and bold communicator who values collaboration and connection.

- Have a strategic mindset, able to support our small charity team to elevate our communications and content to the next level.
- Have a natural flare for transforming complex messages into engaging, easy to understand content.
- Have a desire for telling compelling stories that amplify the voices of people affected by food insecurity and poverty.
- Be friendly and approachable and enjoy working creatively and collaboratively within a small team, as well as with external stakeholders.

Key Responsibilities

- Develop and implement an effective and coherent communications strategy aligned with the charity's goals and strategic objectives.
- Deliver and manage the charity's communication activities from inception to completion across all available channels, reviewing results and providing recommendations for future activities. This includes creating and managing high-quality, engaging content, including social media posts, blogs, newsletters, videos, and case studies.
- Oversee the charity's brand, managing its use internally and externally and monitoring its performance. This includes managing the charity's voice and tone across all communications to maintain a strong and consistent brand identity and may in the future include a refresh of brand assets.
- Work with the Head of Advocacy, Impact and Communications to develop messaging, plan and execute communication activities that amplify our impact, advocacy messages and public affairs initiatives.
- Oversee communications and branding for key events, including parliamentary engagements, roundtables, project launches, and other high-profile activities as needed.
- Create and manage the launch of key organisational reports and publications, such as the annual report, policy briefings and impact and evaluation reports.
- Work closely with all organisational teams to understand their communication needs. Provide guidance and support to staff and volunteers involved in communication activities to ensure consistent messaging across all channels.
- Lead website development and maintenance, ensuring functionality, user experience, and compliance with GDPR and accessibility standards.
- Establish and oversee the charity's press function, including drafting press releases, sending out timely comments, responding to media inquiries, and cultivating relationships with journalists.
- Develop and maintain a network of lived experience, and celebrity /influencer ambassadors designing and implementing communication activities with them that maximise our reach and impact.
- Develop briefings to equip media spokespeople and ambassadors with clear and consistent messaging on key issues.
- Monitor media trends to identify opportunities for advocacy and outreach.
- Serve as the primary contact for crisis communications, managing sensitive situations and mitigating risks effectively.
- Collaborate with external agencies, freelancers, and partners as needed.

Person Specification - Experience, knowledge and skills

Essential

- Significant experience in a communications, marketing or digital role.

- A highly strategic and creative thinker with exceptional problem-solving and decision-making skills.
- Excellent project management skills, with the ability to manage multiple priorities under tight deadlines. Experience leading projects with other communications disciplines, especially policy, public affairs and fundraising.
- Able to effectively plan and deliver engaging, information and accessible multifaceted communications, including the ability to create and edit high-quality copy for different channels and audiences, translating complex messages into understandable, audience-friendly content.
- Experience establishing and/or working within an influential press office, including a record of proactively securing top-tier coverage.
- Excellent interpersonal skills with an exceptional ability to display empathy and compassion.

Desirable

- Experience of brand development and management including experience of managing a visual rebrand.
- Experience working within the charity sector or on issues related to the food system, public health, food insecurity and inequalities.
- Knowledge and understanding of GDPR legislation.
- Experience of content management systems such as WordPress and MailChimp, graphic design tools such as Canva and social media scheduling platforms such as Buffer.
- Knowledge and experience of SEO.
- Flexibility to respond to media or crisis communications outside of standard working hours.

The role and responsibilities will be carried out in a way that reflects a commitment to ARC's vision, mission and values.

We particularly welcome applications from people who reflect the diverse communities we serve.

ARC's Vision, Mission & Values

Vision: for everyone to have access to healthy and affordable food.

Mission: to give families access to fresh fruit & vegetables in their communities.

Our Values:

Innovative - We have 106 years of innovation in our history. We bring new creative ideas and approaches to meet the needs of the day, and we are not afraid to try different approaches and forge new directions.

Ambitious - We want the best for the communities we serve, for each other, and for Alexandra Rose Charity. We believe in what we do and are confident we can create a lasting impact.

Reflective - We learn from evaluation, our successes, and our challenges.

Open & Honest - We champion our success and those of others. We are prepared to learn something new every day. We do not hide from criticism or challenge and are honest about our shortfalls.

Caring & Supportive – We support our beneficiaries, partners, and each other. We want to see positive change through our work.

