



Ending domestic abuse

Marketing & Communications Manager

Reports to	Head of Communications and Marketing
Hours	37.5 hours per week
Salary	Band G (£43,158 - £44,841)
Contract	12 months Fixed Term Contract
Location	Bristol/London/Home (with occasional travel across UK)

Benefits		
34 days holiday inc public holidays	Flexible working eg compressed hours	Cycle to work scheme
Eye Care Vouchers	Pension scheme with 4% employer contribution	Childcare Vouchers
Employee Assistance Programme	Clinical Supervision	Holiday Purchase Scheme to buy up to an additional 5 days
Enhanced Family leave Policies	Enhanced Sick pay	Professional Development Fund
Individual learning budget	Restorative Practice Training	Time Off In Lieu

Who are we?

We are SafeLives, the UK-wide charity dedicated to ending domestic abuse, for everyone and for good.

We work with organisations across the UK to transform the response to domestic abuse. We want what you would want for your best friend. We listen to survivors, putting their voices at the heart of our thinking. We look at the whole picture for each individual and family to get the right help at the right time to make families everywhere safe and well. And we challenge perpetrators to change, asking 'why doesn't he stop?' rather than 'why doesn't she leave?'. This applies whatever the gender of the victim or perpetrator and whatever the nature of their relationship.

Together we can end domestic abuse. Forever. For everyone.

Purpose

As Marketing & Communications Manager, you will play a crucial role in shaping and implementing a comprehensive marketing strategy for SafeLives. You will work closely with the Head of Communications and Marketing, who will set overall direction for our work to build brand credibility, communicate our Whole Picture strategy and market our products and services. And you will line manage the Communications Officer.

Your role will be instrumental in shaping stakeholder perception, raising awareness and securing support, making our key messages compelling and our content engaging, helping us visibly shift the conversation and drive real change in the UK's domestic abuse response.

You will support the development and implementation of our brand and you'll take ownership of our digital channels, and work with the Head of team to develop our digital strategy and annual plan.

You'll lead marketing campaigns planning for key areas of work including our practice and training offers, helping to bring together robust data, the voice of survivors, and the view of practice experts to position SafeLives at the centre of the conversation with key decision makers and influencers.

You will work with our training, practice consultancy, and fundraising teams to ensure marketing and comms support for our business development and income generation goals.

Position Context and Responsibilities

You will work closely with all teams across the organisation, proactively supporting your Head in an ever changing strategic and operational environment and coaching and mentoring your team. You will bring a resilient, positive and solution focused mindset to the role and in guiding our work.

Key responsibilities and objectives include:

Brand: Work with the Head of team to support the safeguarding and enhancement of our brand, ensuring effective communication of our core narrative and key messages with our audiences.

Oversee a brand refresh in line with our new strategy and collaborate with internal teams to maintain a strong, cohesive brand presence and visual identity.

Marketing: Work with key teams to develop and implement marketing strategies and activities to promote uptake of our training and practice consultancy offers, fundraising and other income generation opportunities. Utilise a multi-channel approach, including digital, social media, email, events, and traditional media, to maximise outreach. Work with the Head on a campaign planning cycle and reporting schedule.

Online presence and digital marketing: Support the development of our digital strategy, taking the lead on the development of our owned digital channels and ensuring the new website delivers its KPIs. Develop and deliver digital marketing initiatives, including SEO, SEM, social media, and email campaigns. Monitor and analyse performance metrics, making data-driven decisions to optimise campaigns.

Content management: Lead the development of a content strategy to attract and engage key audiences - overseeing the production of compelling and engaging written and visual content for social media, newsletters, marketing materials and our annual impact report.

Stakeholder Engagement and outreach: Work with the Business Development Manager to track, schedule, and ensure the timely delivery of partner/stakeholder activities. Cultivate relationships with key stakeholders, including partners, influencers, and media. Strategically identify, pitch and secure speaker opportunities to enhance the profile and visibility of SafeLives, and expand our audience reach.

Communications: Work with the team to develop and implement comprehensive communication strategies to effectively convey our mission and impact, and design campaigns to promote our projects and programmes to our target audiences. Build and maintain strong relationships with our partners and stakeholders and collaborate with key teams to support their communications needs. Oversee specific communications projects to ensure they are delivered on time and within budget.

Media Relations: Work with the team on the development of a media relations strategy, cultivating relationships with media outlets and journalists and ensuring SafeLives' projects, products and initiatives are accurately and prominently featured in the media.

Reporting and performance monitoring: Work with the Head of team to develop clear and measurable key performance indicators to demonstrate impact and establish monitoring and evaluation systems to assure the quality of our channels and products, enabling continuous improvements. Track and report on these KPIs related to our communications activities, including our website traffic, social media engagement and media mentions.

Authentic Voice: Ensure the authentic voice of those with lived experience of abuse is at the heart of everything that we do in our communications, acting as a trusted and supportive colleague to anyone who wants to use their experience in our work.

Leadership and line management: Line manage the Communications Officer. Empower and support the Communications and Marketing team to grow and take ownership of their own work, celebrating them and uniting them in our common goal to end domestic abuse, creating a 'one SafeLives' approach to our work, role modelling our values and being visible and active in building our organisational culture. Collaborate with teams throughout the organisation to ensure the delivery of co-ordinated and effective communication activity.

Other responsibilities relevant to all posts at SafeLives:

- Maintain an accurate and secure audit trail of all relevant communication and ensure that all work is compliant with data protection law.
- To engage in a constructive and effective way with all survivors of abuse, through calls to the office, Pioneer interaction, colleagues and any other interaction we have in our day to day work
- Undertake any other duties as may reasonably be required.
- Takes responsibility for promoting and safeguarding the welfare of the children and/or adults at risk and/or survivors of domestic abuse that they are responsible for, or comes into contact with, in line with the SafeLives Safeguarding policies.

Person specification

Experience (E = essential, D = desirable):

- Strong marketing and communications experience, with a focus on influencing, brand and profile-raising (E)
- Developing and delivering successful multi-channel marketing campaigns, including support for fundraising and business development (E)
- Digital communications, across owned, earned and paid media, including editing and creating online content, a working knowledge of Google Analytics and Ads, SEO best practice and keyword research. (E)
- An understanding of web content management systems, such as WordPress (E)
- Experience of working with the media and journalists (E)
- Partnership working, across a range of internal and external stakeholders (E)
- Managing and developing people, with proven success in developing successful teams who are flexible, self-motivating, bringing ideas and a solution focussed attitude.
- Using data and evidence in communications (E)
- Building understanding of and influencing key professional audiences through great communication (E)
- Working with people affected by domestic abuse to enable them to tell their stories and influence change (D)

Skills

- Comms and marketing, with an analytical approach to influence future campaigns (E)
- Excellent writing, editing and verbal communication skills (E)
- PR skills, with strong political and media awareness and judgement (E)
- Excellent digital and social media skills (E)
- Partnership working, with a range of key stakeholders, both internally and externally (E)
- Able to process complex information and ensure suitability for different target audiences (E)
- Able to plan, prioritise, use own initiative and meet multiple deadlines (E)
- Able to use initiative and judgment to identify problems early and propose solutions (E)
- Ability and willingness to work independently, proactive time management and prioritise effectively whilst also working within a team.
- A personal commitment to equity, equality, diversity and inclusion (E)
- A commitment to end domestic abuse (E)

Competencies

Leadership, organisational and strategic awareness

- Inspires trust and confidence in others
- Commitment to SafeLives' values – Human, Rigorous and Brave - underpins all actions and decisions
- Demonstrates an understanding of how your own role contributes to achieving SafeLives' goals
- Is responsive to change which helps achieve goals
- Pursues tasks/goals with energy, drive and need for completion

People Management and decision-making

- Support and take direction from the Head of Communications and Marketing the delivery of the SafeLives strategy and annual operating plan.
- Provides effective management, empowering direct reports to achieve their potential and supporting their learning and development needs.
- Strong focus on quality, performance and impact.
- Ensures policies are adhered to, holds direct reports to account and acts swiftly, in-line with procedure, when performance issues arise.
- Makes decisions in line with SafeLives' values and strategy, is accountable for decisions made, communicates the rationale effectively and sees them through to completion.
- Takes responsibility for own workload.
- Is solution rather than problem focused.

Teamwork & collaboration

- Fosters an inclusive working environment so that others can contribute effectively and works effectively as part of a team to deliver shared objectives and build team spirit
- Supports colleagues in demanding situations, recognises the importance of well-being in self and others, accepts help and support from other team members
- Listens to the views of others and shows flexibility in working with collective decisions

Communication & Relationship management

- Builds and maintains good relationships with a range of internal and external stakeholders
- Speaks and writes clearly and effectively and in a timely manner to both internal and external audiences
- Tailors communication to suit the audience
- Maintains confidentiality

Delivering quality

- Self-starter with the ability to use initiative and judgement to identify problems and propose solutions
- Good organisational skills including the ability to manage multiple projects and meet tight deadlines
- Takes responsibility for own workload, acts on own initiative, seeks feedback from others, evaluates own performance and then acts upon it
- Tries out new ideas and ways of working and identifies and shares learning.

Influence

- Inspires confidence and trust– demonstrating high standards of integrity, honesty and fairness
- Actively engages the knowledge, ideas and contributions of others
- Uses appropriate techniques to influence others

Equality and Inclusion

SafeLives is committed to providing equal opportunities for all, irrespective of age, disability, race, sex, religion/belief, sexuality, gender identity, marital/civil partnership, pregnancy/maternity and working patterns. We are keen to have staff that appropriately represent all the communities we serve as an organisation.

Lived Experience

We believe there is no 'them and us' in domestic abuse and recognise that applicants may have direct or indirect experience of their own, whether disclosed or not. We are committed to placing lived experience of domestic abuse at the heart of all we do, and colleagues who chose to share their personal expertise can do so openly and with organisational support.

If there is any discussion during the recruitment process regarding a candidate's personal experience of domestic abuse, it will be treated confidentially and will not be shared outside of the interview panel/Human Resources.