



Marketing & Communications Manager (job-share)

Deadline for applications – Midnight, 2nd March 2025

- 21 hours per week, ideally spread over 3-4 days
- £38,000 pro rata (£22,800)
- Working from home, with very occasional travel to London
- 2 year, fixed term contract.

About LMK

Good relationships shape our health and happiness, yet we are taught so little about them. [LMK \(Let Me Know\)](#) is on a mission to change that. We are a young and thriving charity providing education about healthy and unhealthy behaviours so that young people have the knowledge and skills to avoid abuse and thrive in their relationships. We work in schools, community organisations and workplaces across London.

LMK is growing at pace and we are ambitious in our plans for the future. We've already engaged 15,000 young people and professionals in our workshops in our first 4 years and we want to reach 25,000 young people over the next three years. We will achieve this by engaging new schools, community groups and workplaces in our offer, whilst also continuing to provide a high-quality service to those who have already experienced LMK workshops.

Key to our success is raising LMK's profile and ensuring that our content enables us to connect with our key audiences, increasing our profile within communities, and building engagement on our website and social media channels.

We have:

- ✓ A clear plan of who we want to target through our work over the next 3 years
- ✓ An engaged leadership team and Board of Trustees
- ✓ Evidenced outcomes, rich data/statistics and compelling stories
- ✓ Diversity and strong social purpose
- ✓ A new organisational strategy that sets our vision from 2024-2027

Job Description

The purpose of this role is to raise LMK's profile and to engage LMK's stakeholders in our services, campaigns and fundraising efforts by delivering impactful content across all of our online and offline communication channels in alignment with our vision, mission and strategic objectives. With a keen eye for detail and a passion for creating quality communications, you will lead our PR and media work, be skilled in creating engaging video content and add your expertise to developing and delivering our social media, website and stakeholder communications.

Reporting to our CEO, the successful candidate will job-share with our established 2 day-per week Marketing & Communications Manager. As a member of LMK's core staff team, you will work with LMK staff, LMK Leaders (youth workers who deliver our workshops to young people), members of our Youth Advisory Board, trustees and key stakeholders to develop and implement our brand, marketing and social media strategy.

Key Responsibilities

Marketing & Brand

- Co-develop LMK's marketing strategy, leveraging key stakeholder input and action plans to support it
- Co-ownership of the execution of all marketing activities and materials, ensuring they reflect the brand and the values of the charity
- Lead the planning and execution of PR and media campaigns, leveraging media contacts, ensuring LMK has engaging media materials and our spokespeople are fully prepared to maximise media opportunities
- Be a brand guardian, responsible for the consistent use of visual identity, tone and messaging in our external materials, working with our graphic designer to support teams across LMK with branding

Communications, Content Development & Execution

- Co-ownership of the execution of all communications and content development
- Lead on the creation of engaging video content that can be used across communications platforms
- Working with the wider team, produce communications materials for supporters and key stakeholders in conjunction with the fundraising team
- Source and write up regular impact stories from across the organisation that reflect our strategic objectives which can be used in a variety of channels
- Be responsible for tracking the impact of marketing & communications, sharing reports with the team and Board of Trustees

Digital

- Grow and expand LMK's social media presence onto new platforms (e.g. Tik Tok, SnapChat, Bluesky) whilst expanding existing presence on Instagram, Facebook, LinkedIn
- Monitor social channels daily, checking for messages/comments
- Co-manage the website as a key marketing channel, creating engaging content, optimising for SEO, overseeing website design updates, coordinating with developers on technical aspects, and analysing website traffic

Overall

- Comply with LMK policies and procedures relating to safeguarding, health & safety, confidentiality, complaints and data protection
- Work in a way that celebrates diversity, upholds LMK values and respects everyone LMK interacts with

Person specification

- Excellent written and verbal communication skills
- Experience of developing messages/content for different audiences effectively and across different platforms including social media, websites, newsletters and emails
- Evidence of success in developing and executing PR strategies, including securing and maximising media opportunities
- Highly organised to manage a diverse workload with excellent time management and project management skills
- Experience of using a social media management tools e.g. Buffer, Asana, Hootsuite and communications tools e.g. Mailchimp
- Experience in creating and editing video content, using Canva or an equivalent design programme
- A knowledge of the Violence Against Women and Girls sector, Education sector or working with young people would be preferable, although not essential

Safeguarding

This role is subject to a basic DBS check.

In return for your dedication, we will offer you

- ✓ The opportunity to help prevent relationship abuse and domestic violence in young people

- ✓ A diverse, bold and collaborative culture
- ✓ A commitment to supporting continuous professional development
- ✓ Working from home
- ✓ A genuinely flexible working environment
- ✓ Pension of 6%
- ✓ 32 Days of annual leave, (including bank holidays) – pro-rated for this role
- ✓ Employee Assistance Programme