

## **Part 1: JOB DESCRIPTION**

**JOB TITLE:** Content and Engagement Manager  
**DEPARTMENT:** Influencing Department  
**TEAM:** National Suicide Prevention Alliance (NSPA)  
**LOCATION:** Hybrid – Linked to our Ewell (Surrey) office with home working and option to work from London office in EC3R

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### **1. POSITION IN ORGANISATION**

- Reports into: NSPA Executive Lead
  - Line Manages: NSPA Membership & Communications Officers (1.2 FTE staff in a job share)
  - People responsibility: 2
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### **2. MAIN PURPOSE OF JOB**

To lead the development and delivery of a suicide prevention community engagement strategy and plan, including an online hub and ambassador initiative to support capacity building in suicide prevention across England.

In this role you will:

- Develop a more strategic approach to our engagement with members
- Support the next step in the development of our network by building an online community hub, to support on-going knowledge-sharing, community connection and depth of engagement with our wide range of members.
- Have the opportunity to build and manage relationships with NSPA members, people with lived experience and other key stakeholders.
- Manage the NSPA's communications, working closely with the Membership & Communications Officers with strategic input from the Executive Lead.

#### **About the NSPA**

The National Suicide Prevention Alliance (NSPA) is an England-wide, cross-sector member network that is hosted by Samaritans with a dedicated staff team of four that deliver its programme of work. There are currently more than 2,000 individuals and organisations in our membership, who take individual and collective action to reduce suicide and self-harm, and support those affected by suicide. We also have a Lived Experience Network that supports the involvement of people with lived experience in suicide prevention activity across the country; striving to ensure that lived experience is valued, respected and seen as legitimate. Our members include large national organisations, local authorities, VSCE and statutory services through to grassroots community groups.

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### **3. KEY RESPONSIBILITIES**

- Build understanding of the needs of the NSPA's diverse membership to support them in their suicide prevention work.
- Develop a member engagement strategy that responds to member needs and seeks to facilitate continuous learning and deliver more in-depth engagement with NSPA
- Deliver a programme of member events and online engagement opportunities as part of this strategy.
- Scope and set up an online community hub for suicide prevention to enable people to engage when they want to, connecting members across the country and complementing other engagement activity.
- Recruit and work with a small number of NSPA members to act as community ambassadors providing another strand of engagement activity.

- Support the Executive Lead in bringing in funding to support the strategy
- Put in place appropriate monitoring and evaluation with KPIs to measure the impact of the strategy and provide regular reporting against them.
- Work with the NSPA's website contractor and any other consultants or sub-contractors as appropriate to deliver the work.
- Ensure high quality communications relating to NSPA across a range of channels including social media, website and newsletters that supports delivery of the engagement strategy and wider communications aims.
- Provide excellent line management support to the Membership and Communications Officers.

## **Part 2: PERSON SPECIFICATION**

### **4. SKILLS, KNOWLEDGE AND EXPERIENCE**

#### **Essential**

- Experience of line managing staff and the ability to motivate and support them effectively.
- Experience in managing digital platforms (websites, social media) and their use in supporting knowledge-sharing, community engagement and collaboration.
- Experience in community engagement and/or managing organisations within a network, developing engagement programmes.
- Demonstrable experience of working collaboratively with a diverse range of stakeholders in the public, Voluntary, community and social enterprise (VCSE) and private sectors.
- Proven experience of developing a range of communications to a high quality, with excellent verbal and written skills.
- Demonstrable experience in managing projects and a knowledge of project management approaches.
- Good IT skills, specifically the competent use of Microsoft Word, Excel, PowerPoint, Teams.

#### **Desirable**

- Experience of working with either memberships or coalitions.
- Experience of developing an effective engagement strategy and overseeing changes in working practices required to implement it.
- Working knowledge of the mental health and/ or suicide prevention sectors.

#### **Everyone who works for the Samaritans is expected to:**

- Demonstrate genuine commitment to our vision that fewer people die by suicide.
- Promote, believe in and work within our equity, diversity and inclusion policies and procedures.
- Value and embed the voice, insights and expertise of people with lived experience in line with our lived experience principles and policies.
- Promote and work within our safeguarding and health and safety policies and procedures.

The nature of Samaritans service delivery model means that there might be significant evening and weekend working for which time off in lieu will be given.

#### **Main internal contacts**

- NSPA staff team and Steering Group
- Samaritans Internal Comms and Digital Comms colleagues

This job description is a statement of requirements at the time of writing and is not contractual. It should not be seen as precluding future changes after appointment to this role.

**Signed by employee:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Last updated: May 2024**