



**Post:** Senior Marketing and Communications Manager

**Contract:** Full-time (permanent contract, subject to funding, flexible working available)

**Location:** Liverpool

**Salary:** £34,500 per annum

**Responsible to:** Chief Executive Officer

*An occupational requirement under Schedule 9 (part 1) of the Equality Act 2010, the post holder must be female under the Sex Discrimination Act, 1975 Part 7 to meet the needs of the majority of our service users.*

## **Overview**

Are you passionate about making a difference and ready for the next step in your marketing career? Join us as the Senior Marketing and Communications Manager, where you will play a pivotal role in the development and execution of all marketing activities and communications efforts for SaverA UK - a leading charity dedicated to ending 'honour'-based abuse (HBA) and culturally specific harmful practices.

This is a diverse and dynamic role, where you will be dealing with complex and sensitive subject matter. You will be expected to build on your existing knowledge of or passion for human rights by proactively developing a deep awareness of the multi-layered, and ever-changing nature of our work.

You will be part of a small and very supportive, highly expert, and effective team, who work at pace without compromising on quality or attention to detail.

You will also become the custodian of our carefully developed brand, which possesses qualities of authenticity, power, and challenge.

You'll have the opportunity to build brand awareness, market services, increase revenue, support fundraising, develop campaigns that influence policy, and help to effectively communicate our impact.



This is an exciting time to join SaverA UK as we embark on a journey to amplify our message and drive change.

In your first 6-12 months your key areas of work will include:

- Supporting and helping to elevate campaigns that are already in progress for 2024.
- Learning about the issues we work to end and our specific language, brand identity and tone of voice.
- Developing the positioning, presence, and brand for SaverA UK Youth.
- Developing and implementing a CRM strategy to build and nurture the multiple internal and external relationships across the organisation.
- Working with the Strategic PR and Communications Consultant to plan and develop campaigns and marketing initiatives for 2025 onward.

### **Job Purpose**

Together with the Strategic PR and Communications Consultant, you will take co-ownership of SaverA UK's Communications Strategy, which sets out recommendations and priorities to ensure SaverA UK has the foundations and resources to deliver our ambitious three-year plan, as summarised below.

Launched in 2023, our three-year plan focuses on two key strategic objectives, each with a set of deliverables by 2026:

1. We will improve the lives of people who have experienced/are experiencing 'honour'-based abuse and harmful practices.
2. We will improve attitudes, behaviours and systemic responses around 'honour'-based abuse and harmful practices.

By focusing on our two key objectives, by 2026, we will:

- Improve interventions, information and response to survivors and those at risk or under threat of HBA and harmful practices.
- Improve recognition and understanding of the specific issues of HBA and harmful practices among professionals, affected communities, young people and the general public.
- Reduce isolation and improve confidence and resilience in survivors of HBA and harmful practices.



- Influence local, national and international policy and drive cultural change and provision for best response on HBA and harmful practices.
- Amplify the voices of survivors and empower them to share their stories to educate, inform and enact change.
- Increase the network of local, regional, national and international organisations that we work and collaborate with to extend the reach of our message.
- Gain national visibility for the work of our team.
- Increase the reach of our key messages, including what HBA and harmful practices are, how to signpost to help, advocacy and advice from SaverA UK, and how a 'new beginning' is possible for survivors.

### **Dimensions**

- This post reports directly to the Chief Executive Officer.
- The role-holder will work closely with the Strategic PR and Communications Consultant, who leads on key areas of the Communications Strategy, provides high-level strategic direction, as well as taking on specific areas of campaign development and delivery.
- The role-holder will have line-management responsibilities for the Communications and Campaigns Assistant (PT, FT contract).
- The role-holder will work closely with staff, volunteers and our clients to create and share impactful communications to a wide range of audiences.
- There are a number of key third-party relationships that you will hold, coordinating and working closely with external agencies and freelancers who support our work.
- With guidance from the CEO and the Board of Trustees, you will contribute to the development of marketing and communications strategies to support our activities - including income generation, fundraising, community, engagement, events and conferences.

### **Main Duties and Responsibilities**

- Develop and coordinate creative and engaging marketing and communications outputs, rigorously assessing their impact.
- Craft tactical plans aligned with SaverA UK's Communications and Business Strategy to drive impact.
- Will have responsibilities in recruit and managing staff.
- Responsibilities in recruiting and managing external partners and suppliers where required to support the delivery of SaverA UK's marketing and communication activities.

# SAVERA UK

- Coordinate the development and execution of marketing and communication campaigns, leveraging social media and other channels to address Savera UK's core issues and drive change.
- Contribute innovative marketing strategies to support various organisational activities, including fundraising, community engagement, and events.
- Design and oversee campaigns spanning digital and offline platforms, ensuring tangible results by maximizing engagement with compelling content and strategic tactics.
- Collaborate with the Strategic PR and Communications Consultant to craft and refine content for diverse platforms.
- Develop briefs and coordinate with external agencies to produce essential campaign materials such as background pieces, fact sheets, and media releases.
- Manage the logistical aspects of events and campaigns led by the communications team efficiently to ensure seamless execution. You will also support promotion and communication of events led by the community and engagement team.
- Analyse campaign performance and provide strategic insights to refine future initiatives, working closely with internal teams and external agencies.
- Maintain strict timelines throughout the campaign process, from research and briefing to media presentations and evaluation reports.
- Offer creative and media support across the organisation as needed, demonstrating adaptability and proactive problem-solving.
- Take ownership of the department's development, overseeing resource management, and proactively driving initiatives to enhance team capacity, skills, and utilisation of technology.

## **Ideal Candidate:**

- **Passionate Advocate:** Demonstrates a genuine passion for human rights or social justice issues, with the desire truly contribute to ending 'honour'-based abuse and harmful practices.
- **Change Agent:** Has a proven track record of driving behaviour change or influencing policy through impactful campaigns and advocacy efforts.
- **Intellectual Curiosity:** Exhibits a thirst for knowledge and a willingness to engage deeply with the subject matter, staying informed about current trends, research, and best practices in the field.
- **Exceptional Planning:** Demonstrates exceptional planning and organisational skills, with the ability to manage complex projects, timelines, and resources effectively.
- **Motivating Team Player:** Inspires and motivates others through effective leadership, fostering a collaborative and inclusive team environment.



- **Adaptability:** Thrives in a dynamic and fast-paced environment, remaining flexible and adaptable in the face of changing priorities and circumstances.
- **Creative Problem-Solver:** Possesses strong creative thinking and problem-solving abilities, capable of developing innovative solutions to challenges.
- **Strong Communication Skills:** Excels in both written and verbal communication, with the ability to craft compelling messages and engage diverse audiences effectively.
- **Collaborative Spirit:** Works well in cross-functional teams, building strong relationships and fostering collaboration with internal stakeholders, external partners, and agencies.
- **Project Management Expertise:** Demonstrates proficiency in project management, with a keen attention to detail and the ability to juggle multiple tasks and priorities simultaneously.
- **Results-Driven:** Sets ambitious goals and drives towards tangible results, consistently delivering on objectives and exceeding expectations.
- **Tech-Savvy:** Stays up-to-date with emerging technologies and digital trends, leveraging tools and platforms to enhance marketing and communications efforts.
- **Versatile Skillset:** Is a marketing and communications generalist with a diverse skillset, capable of coordinating events, crafting compelling copy, managing social media, and more.
- **Resilience:** Exhibits resilience and determination in the face of challenges, maintaining a positive attitude and persevering in pursuit of goals.
- **Ethical Integrity:** Operates with integrity and ethical principles, upholding the values and mission of SaverA UK in all endeavors.

**Location:** The post holder location will be Liverpool based but will also need to work where relevant/required including traveling, therefore a full, clean driving licence own car is essential, and mileage would be reimbursed with any that used to deliver the role

Please note that due to the nature of our work and for security purposes, we do not disclose the location of the post until the successful candidate is appointed. However, we can confirm that our registered head office is around 30 minutes' walk or 15/20 minutes by car/public transport from where this role will be based and it's a street parking

**Vision, Mission and our values:**

# SAVERA UK

Savera UK is working to end 'honour'- based abuse (HBA) and all harmful practices, through direct interventions and safeguarding, advocacy, education, engagement, awareness-raising and campaigning for policy, attitude and behaviour change

## **Vision**

A world without 'honour'-based abuse and harmful practices

## **Mission**

We will end 'honour'-based abuse and harmful practices

## **Values**

**Respect:** We respect the views of others and ensure we listen and make an effort to understand other people's opinions, while challenging harmful attitudes which do not align with Savera UK values

**Inclusive:** We value the importance of culture and are committed to creating a fair, understanding and accessible environment within and outside of Savera UK.

**Compassion:** We work with empathy and solicitude and provide a safe and supportive environment. We will go the extra mile ensuring needs and safety are met, no matter how challenging it may be.

**Innovation:** We are leaders in driving a movement of change and use our unique, specialist knowledge to inform how we approach this. We value an original and creative approach to problem-solving and are receptive to new ideas.

**Ambition:** We are led by our strong belief that everyone has the right to safety and security without living in fear. We strive to transform lives, change attitudes, deliver outstanding services and inspire change that has the power to save lives