



**Job Title:** Communications Manager

**Reporting to:** Operations Director

**Reports:** Senior Communications Officer (PT), 2 x Communications Officer (PT) and a Web and Digital Officer (FT).

**Job Purpose:**

To develop and implement the charity's communications strategy, planning and delivery of related operational activities, line-managing the communications team. This role will maintain a public relations strategy that promotes a positive and professional image of the organisation to the print and broadcast media, the general public, fundraisers and corporates and all other relevant third parties, upholding and protecting the integrity of the charity at all times.

**Key Accountabilities:**

1. Develop and implement the communications strategy in line with the charity's strategic plan, including development of digitalisation across all mediums.
2. Oversee all media relations activity, including national, regional and trade press to raise awareness of the organisation and promote its work.
3. Develop working relationships with external partners and develop and implement joint campaigns to reach target audiences.
4. Manage online content ensuring the website is continually reviewed and updated to meet the needs of new and existing audiences, using appropriate communication tools and techniques.
5. Oversee the development of collateral such as e-newsletters and patient and healthcare professional publications from copy development through to design and print.
6. Develop and implement social media campaigns in line with strategic objectives to effectively engage target audiences.
7. Oversee the development of campaigns for the promotion of the organisation and its services, including public education materials on allergy.
8. Continually review and develop all marketing materials to ensure brand consistency.
9. Provide communications advice and support to all service areas and contribute to the development of related activities.
10. Overseeing market research and analysing market trends.
11. Ensure all GDPR requirements are adhered to, providing advice and support to the wider team as required.
12. Create and control the department's budget ensuring that all expenditure is in line with that budget and any adverse variances are addressed.
13. Manage the performance and development of the communications team to ensure that the overall objectives of the organisation, and their individual objectives are achieved.
14. Support the development of internal communications.
15. Provide relevant training to the wider team on areas related to communications, where needed.
16. Continually review the charity's communication methods making recommendations as appropriate to the Chief Executive and Executive Leadership Team.
17. Providing an update report for the Board of Trustees on a quarterly basis.
18. Ensure that appropriate health and safety issues are addressed, as affecting the immediate team and wider organisation.

This job description is non-exhaustive, and is subject to regular review with the post holder and amended in line with the needs of the organisation.



## Person Specification

### Education and Qualifications

#### **Essential**

Relevant degree (e.g. English, Business, Media, Public Relations) and experience in a Communications Manager role.

#### **Desirable**

Professional qualification in marketing or public relations, such as a diploma with the Chartered Institute of Marketing or the Chartered Institute of Public Relations.

### Experience

#### **Essential**

Previous wide ranging communications management experience in the third sector.

Evidence and experience of the communications and marketing necessary to support charity wide activities.

#### **Desirable**

Previous experience of working on projects involving digitalisation.

### Skills and Knowledge

#### **Essential**

Excellent understanding of the media at a regional, national and international level.

Credible, positive, and proactive communicator, able to engage with multiple stakeholders.

Extensive knowledge of websites, digital marketing, social media, and their application.

Ability to adapt and manage conflicting priorities and operate in a busy working environment.

#### **Desirable**

Excellent editorial and strong writing skills.

People management skills

### Behavioural Competencies

Strong Leadership and effective supervision  
Entrepreneurial with a commercial approach  
Results driven to meet campaign objectives and KPIs

Strategic with a creative approach  
Planning and organisational skills  
Persuasive and influential

This job description is non-exhaustive, and is subject to regular review with the post holder and amended in line with the needs of the organisation.