



Communications Manager

Fixed term contract until 30th April 2018

24 Hours per week

Scale Pt 35-37 (pro rata) £30,785- £32,486

Overall purpose of the post

As part of a small, energetic team, you will work directly alongside the Chief Executive and trustees, to tell the story of WomenCentre and help to shape our future direction and aims. The post will be based in our Calderdale office with an expectation that 1 day a week will be spent in Kirklees.

Overall Objectives

- To develop and implement communications strategy for WomenCentre
- To raise the profile of the charity and build new networks.
- To lead on the development and implementation of supporter engagement plans involving communications, fundraising and campaigns.
- To ensure that the Strategic Objectives of WomenCentre are met.

The Communications Manager will play a key role in articulating WomenCentre's key messages, build on its engagement of local and national networks, stakeholders and partners, and help to ensure that our external and internal communications deliver maximum impact within the context of a small central team.

Duties and Responsibilities

- To develop and implement the communications strategy for WomenCentre, which demonstrates a clear understanding of audience, purpose and impact.
- To review and develop WomenCentre's online presence, including the website and social media, ensuring that this delivers on WomenCentre's strategic objectives.
- To manage, schedule and deliver regular content for the WomenCentre website and social media with support from Comms Assistant
- To support the CEO to raise the profile of WomenCentre, through securing opportunities for WomenCentre to be represented at relevant conferences and events.
- To lead specific campaigns, for example the drive to recruit more regular donors, and to meet targets set by the WomenCentre board to include production of relevant material, management of media relationships and maintenance of mailing lists.

- To lead on WomenCentre's internal communications, both within the staff team and volunteers, to ensure that we make best use of modern technologies and ways of working, within the context of a team working across two sites.
(Calderdale & Kirklees)
- To evaluate the success of all major communications activities and campaigns to ensure that these deliver maximum value for the charity.
- To provide regular reports and updates to the Strategic Development and Fundraising sub-group of Trustees
- To follow WomenCentre policies and procedures at all times.
- To ensure all work is compliant with Data Protection Laws.
- To fully participate in evaluation and learning group meetings as required and any others that promote wider learning e.g. peer support learning.
- It may be required to work some evenings and weekends

Supervision Received

- Supervision and reporting will be provided by a WomenCentre CEO

Responsibility for Assets

- Premises, equipment.. Health & Safety objectives, computer and IT equipment
- The post holder will have access to confidential and sensitive information.

Internal Contacts

- Staff, Volunteers, Board of Directors.

External Contacts

- Members, donors, external funders, external suppliers e.g. website developer, community groups and organisations, councillors, Politicians, key influencers locally, regionally and nationally and a wide range of stakeholders