

Communications Manager

Maternity Cover

Are you a great communicator with experience working in Communications and/or Marketing? Are you looking to get involved with something meaningful? Do you want to work with a friendly, small but growing team dedicated to bringing positive change to communities in London? If so, we'd love to hear from you!

Role Details

Title: Communications Manager (maternity cover)

Time Commitment: 3.5 days a week for 12 months

Format: Flexible – hybrid, in-person and remote

Salary: £29,000 full time salary, pro-rata for 3.5 days a week

Purpose: To manage our communications through a variety of forums

About Link UP London

Link UP London began in Battersea in 2016 with the aim of building stronger communities within the city. We do this by connecting people with professional skills to small and medium sized local Social Good Organisations (SGOs – charities, social enterprises and community groups) on short-term, structured, meaningful Skilled Volunteering projects aimed at helping these organisations improve their development, growth, efficiency and impact.

After successfully piloting the idea in Battersea, we expanded throughout Wandsworth and Lambeth. With the onset of Covid and the ensuing lockdowns, we moved our in-person Skilled Volunteering model on-line and opened it up to all London-based SGOs and volunteers.

We are now London-wide, connecting Skilled Volunteers with local charitable organisations in boroughs throughout the capital. Our work is a hybrid of in-person and on-line activity and our committed team has made 444 matches in 26 London boroughs to date.

We are a small but dynamic team with lots of exciting work to 'talk' about. We are looking for someone who is a great communicator with solid social media experience, is creative and a team-player, and loves to find new and interesting ways to get a message out and build understanding, support and engagement.

Key Objectives for this Role

- Take a lead in communicating and marketing Link UP's work on and offline to build understanding, support and engagement

- Manage the Link UP brand
- Contribute to the development of Link UP London

Role & Responsibilities

Strategy Oversight

- Ensure marketing and communications strategy is reviewed, updated and implemented to support and grow our work
- Translate strategy into 6-month workplans
- Work to position Link UP as a thought leader on Skilled Volunteering

Communications

- Ensure a wide and engaged social media presence and maintain Link UP's 3 social media platforms including Twitter/X, LinkedIn and Instagram
- Take the lead on creating and running campaigns to help communicate what we do and the impact achieved
- Lead on Link UP Comms Calendar management and implementation including monthly updates, quarterly newsletters and other content for the Link UP Community
- Lead on developing or facilitating creation of regular content about our work including stories, videos, blogs to distribute across platforms and use on our website
- Work closely with the Link UP Ambassadors to ensure Link UP's message is amplified
- Work closely with the CEO on media outreach as required
- Regularly monitor Link UP's communications output and engagement and develop / change approaches as needed to increase reach

Outreach

- Work with the team to identify new distribution channels to ensure wide coverage of our work in all communities of operation
- Continually identify new ways for us to reach our different target audiences
- Communicate regularly and share our work with key contacts, partners and mailing lists

Website, SEO & CRM

- Ensure that the content on the website is regularly updated
- Oversee Link UP SEO
- Oversee Google Analytics
- Support the team with the CRM (Active Campaigns) to ensure that it is supporting our work as effectively and efficiently as possible

Other

- Represent Link UP online and in-person at events and within networks
- Actively engage in the development and growth of Link UP

- Assist with creating and implementing new funding ideas / events / activities to help us grow and ensure sustainability
- Contribute to proposals and reports as required
- Support and engage with the Advisory Board as required
- Participate in regular supervision and annual appraisal; help to identify your own job-related development and training needs
- Undertake your role in a professional manner and maintain a high-quality standard of work in accordance with the aims, values and ethos of Link UP

Person Specification

Essential Skills & Attributes

- Experience working in Communications or Marketing with solid knowledge of the field of communications and the various aspects it covers
- An excellent communicator, both verbal and written, with the ability to engage with different audiences
- Proven experience with social media platforms and generating engaging content
- Experience with communications planning and operational management
- Proven track-record of representing an organisation with external stakeholders
- Experience with design and design tools for content creation
- Experience using email marketing tools
- Strong IT skills
- Strong attention to detail
- Ability to work well in a team as well as remotely and independently
- Ability to prioritise and use limited time effectively
- A strong desire to support the charitable sector in London
- Ability to be in-person in London, one day a week, and as needed for meetings and events

Desirable

- Experience working for or with the charitable sector
- Experience with Canva
- Experience with video creation
- Experience working with data and monitoring impact

Qualities that are a good fit for our team

- Personable / warm / caring / friendly
- Creative
- Energetic
- Good networker
- Hardworking / dedicated / committed
- Professional

Further Information

For further information and an informal chat about this post please contact Kim Perlow at kim@linkuplondon.org

- Link UP is committed to equal opportunities.
- All offers to work are subject to two satisfactory references.
- You will adhere to matters of confidentiality concerning this role and Link UP.
- There is a 3-month probationary period.

Application Details

Please submit a CV and covering letter (max 2 pages) **addressing your suitability to this role in relation to the role description and person specifications** outlined above to kim@linkuplondon.org with the subject line 'Communications Manager'

Please note that applications submitted without a cover letter will not be considered.

Closing Date for Applications: Mon 20 November 2023 @ 5pm

Interview Dates: 22-24 November 2023

Start Date: 3 January 2024