# Role description

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| **Job title:** | Communications Manager |
| **Responsible to:** | Deputy CEO / Senior Operations Manager |
| **Responsible for:** | Communications Officer |
| **Job location:** | Hybrid (Bath office and remote working) |
| **Annual salary:** | £30, 173.07 |
| **Hours:** | 37 hours per week |
| **Benefits:** | 5% pension contribution after probationary period |

The Role

Are you passionate about making a meaningful impact on the lives of carers and their families? Do you thrive in a dynamic and collaborative environment? Do you enjoy working with fundraising to achieve ambitious targets? If so, we have an exciting opportunity as a Communications Manager at The Carers' Centre! As a Communications Manager, you will be at the forefront of shaping our communication strategy and elevating our brand presence. Your role will be integral to our mission, as you collaborate with the Deputy CEO to drive our communication efforts, uphold our brand identity, and engage our audiences effectively.

About You

We're looking for a professional with a keen understanding of user-centred design, adept at delivering diverse stakeholder communications, both online and offline. You will possess expertise in digital communications, with a knack for managing digital platforms and utilising digital communication tools. You’ll have an understanding and experience of good fundraising communications and ideally with experience of working in a charitable environment.

Your ability to plan and execute effective communication campaigns with defined metrics, whilst adhering to brand guidelines, is crucial. Your superpower lies in gathering information, maintaining composure under pressure, and efficiently managing workloads. Building relationships with stakeholders, including suppliers and team members, is second nature to you. Your exceptional IT skills across various digital tools and platforms, from project management to CMS, make you the ideal candidate for our Communications Manager role.

About Us

The Carers’ Centre is a local independent charity with a big vision! We want to live in a community where unpaid carers are fully recognised, valued, and supported. By joining The Carers’ Centre, you are joining a team dedicated to helping families across Bath and North East Somerset when they need us most.

We provide trusted information, advice, and support to unpaid carers, from as young as 5 years old. We enable our community to maintain and improve their health and wellbeing, stay in control of their caring role, and connect with others in a similar position. In addition, we work with the wider community to improve recognition and support for unpaid carers.

We are committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults, and expect all staff and volunteers to share this commitment. All applicants are subject to a satisfactory Disclosure and Barring Service check and at least two independent references.

We are dedicated to fostering a diverse and inclusive environment where everyone can thrive. We welcome applications from individuals of all backgrounds, experiences, and circumstances. At The Carers Centre, what matters most to us are your skills, passion, and potential!

As a recognised Disability Confident Committed Employer, we are dedicated to ensuring our recruitment processes are fair, inclusive, and accessible to everyone. If you require any reasonable adjustments, please contact us at: recruitment@banescarerscentre.org.uk.

Key responsibilities

## Strategy and Planning

* Work with the Deputy CEO to update the organisation’s Communications Strategy, keeping our audience needs at its core.
* Develop a Content Plan to deliver the Communications Strategy.

## Work with the Development Manager on planning successful fundraising campaigns.

## Brand Ownership

* Implement The Carers’ Centre brand guidelines across all communications platforms.
* Champion the brand guidelines to staff and volunteers ensuring that communication to all stakeholders is consistent and of a high quality.

## Content Delivery

* Work with the Communications Officer to create regular print and digital content including our quarterly newsletter Caretime; e-communication; web articles; videos and social media content.
* Where required, plan and deliver communications campaigns to deliver specific projects or goals. These could include our annual Carers Week campaign; campaigns to drive KPI’s for specific teams or fundraising/volunteer campaigns.

## Digital Development

* Manage the relationship with our digital support agency and Digital Wonderlab.
* Where possible, identify opportunities to improve our current digital products.
* Support the content requirements of new digital innovations. This could include products such as an online Emergency Plan; interactive Carer Support Plan or a Chatbot.

## Analytics and Reporting

* Identify key KPI’s for the communications team.
* Work with the Communications Officer to utilise analytics tools such as google analytics, heatmaps or other third-party tools to monitor performance against KPI’s.
* Integrate insights from analytics to drive continuous improvement in The Carers’ Centre’s communications.

## Line Management

* Line manage our Communications Officer to support them in maximising their potential and effectiveness.
* Provide guidance and clarity around priorities and goals, ensuring work plans are achieved.

## General

* Deliver against a workplan agreed with your line manager.
* Adhere to the Carers’ Charter.
* Support our sustainability goals by promoting environmentally friendly practices and helping to reduce our carbon footprint.
* Work within The Carers’ Centre’s policy framework, uphold our charity values and behavioural competencies.
* Proactively identify and adopt good practice with the Carers Trust network and wider voluntary sector.
* Actively encourage our users to provide feedback.
* Undertake any other duties required, in consultation with your line manager.

Why join us?

* We want our employees to have more control over their work/life balance, that’s why we offer flexible start and finish times, as well as the ability to enjoy our beautiful riverside office which comes with free parking, as well as being able to work from the comfort of your home.
* With work/life balance in mind and the many caring roles we know people can experience, we make sure our policies work for families, carers and all employees.
* By joining The Carers’ Centre, you’ll be part of strong and dedicated team, where collaboration and support is at the heart. We’re all in this to make the world a little better.
* As a small but powerful local charity, we rely on digital innovation. You’ll have access to a large suite of digital tools to support you to make the biggest impact in your role.
* As well as all this, you will receive a 5% pension contribution, generous sickness pay, 25 days annual leave plus bank holidays and discounts through an employee discount scheme. In addition, you will also get an additional day of leave each year, for 5 years.

To apply for this exciting opportunity, send your Application Form and Diversity Form to: [recruitment@banescarerscentre.org.uk](mailto:recruitment@banescarerscentre.org.uk).

# Person specification

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| Qualifications | Essential | Desirable |
| At least 2 years’ experience in a similar communications or marketing role. | Y |  |
| Experience, knowledge and skills | | |
| Good knowledge of user-centred design principles and tools. | Y |  |
| Experience of delivering online and traditional stakeholder communications to a wide range of audiences. | Y |  |
| Experience of working within a fundraising or targeted marketing sales function. | Y |  |
| Experience in line management and the use of HR tools for successful people management. | Y |  |
| Expertise in digital communications, including experience in managing digital platforms. | Y |  |
| Experience of using analytics tools such as google analytics. | Y |  |
| Experience of planning and delivering communication campaigns to achieve clear goals. | Y |  |
| Experience of working within brand guidelines. | Y |  |
| Knowledge of current accessibility regulations and practices, alongside fundraising standards, GDPR requirements, and best practices in marketing and communications. |  | Y |
| Skill and Attributes | | |
| Ability to gather information from a variety of sources and communicate effectively. | Y |  |
| Ability to perform quickly and efficiently with a calm, professional and systematic approach. | Y |  |
| Ability to plan individual and team workloads to achieve results. | Y |  |
| Ability to manage effective relationships with suppliers and other stakeholders, including staff, volunteers, and beneficiaries. Develop key relationships with Senior Leadership Team, Development Manager and Service Managers. | Y |  |
| Excellent IT skills across a range of digital communication tools, including project management tools such as Miro and Trello and CMS platforms such as Umbraco. | Y |  |
| Evidence of reliability, ability to plan effectively and consistently deliver against deadlines. | Y |  |
| A can-do attitude, excellent ability to prioritise and implement positive change within a busy and goal focused organisation. | Y |  |
| Strong team player with the ability to maintain relationships with colleagues working remotely and across different sites. | Y |  |
| Strong drive for delivering innovation and best practice across all areas of work, as well as driving communication culture. | Y |  |
| Other requirements | | |
| Willingness to travel and flexibility in the evenings and at weekends as required. |  | Y |
| An understanding and empathy with carers of all ages | Y |  |