

## **Job Description**

**Role:** Communications Manager Campaign to End Loneliness

**Hours:** 37.5 per week

A number of our staff work flexibly and/or remotely. We are open to various possible working arrangements for the candidate who is the right fit for the role.

**Salary:** £35,000 pa

## **About the Campaign to End Loneliness**

We are the Campaign to End Loneliness. Loneliness affects people of all ages and backgrounds and touches the lives of millions. It causes real emotional pain and can impact on physical and mental health. It has an economic cost – in the additional health and care services that are needed by people who are lonely, and the missed contributions that people who are unable to connect could make in their communities.

Our work always puts loneliness first. This exclusive focus allows us to maintain a depth of understanding and expertise on loneliness and how it relates to other issues. We share this widely to stimulate positive impact. As a new policy area and an emerging field of practice, we play a valuable role in sharing practice and learning about loneliness, making change and ensuring organisations have more impact in real time.

After ten years of active campaigning, convening and creating change we are now looking beyond our initial scope of loneliness in later life. Covid-19 has crystallised the need for the Campaign to both inform the immediate response to loneliness during the pandemic and to ensure focus on this issue, in a context of competing priorities in the future. We have seen how the scourge of loneliness affects people of all ages. By bringing our unique sole focus on loneliness, we will be able to work with others to create right conditions, to develop the tools and to encourage the action that is needed to reduce the most harmful forms of loneliness – those that are deep, and chronic.

## **About the Role**

The Communications Manager is responsible for raising the public profile of the Campaign, across a broad range of broadcast, print, digital and social media channels to promote our work and reputation. The overarching objective of the role is to provide management and coordination of communications activity using established communications channels that are central to the delivery of the Campaign's evidence, community and action related goals.

## **Main Duties**

- Delivery of a range of communications for the Campaign in support of its objectives including both digital and non-digital elements, press and media work - ensuring the communications activity links to key campaigns outputs such as research and policy work.
- Manage day-to-day media and social media relations as the first point of contact for all media requests, briefing journalists and developing media messages on relevant issues and maintaining excellent working relationships and contacts with journalists, building our profile as the key voice on loneliness.
- Manage the Campaign's brand and identity – ensuring appropriate and consistent use of logo and systems to ensure easy retrieval of key content and assets. This will

also involve being the quality controller for key outputs and standards frameworks such as tone of voice, appropriate and effective use of social media and ensuring colleagues have support and media training as necessary.

- Ensure we have robust press handling arrangements including the ongoing preparation of positions and lines to take on key issues around loneliness so that the Campaign is able to be responsive to a fast-changing media agenda and able to maximize opportunities to raise the profile of the issue.
- Build communications capacity throughout the Campaign team through development of processes to ensure press office cover, maintain a content pipeline, briefing and training for media work and disseminating information.
- Implement a powerful story-telling approach across all channels and audiences, creating written material of the highest quality including press releases, statements, written materials, blogs, articles, briefings, social media content and video scripts.
- Monitor, evaluate and report back on media and PR activities, feeding into the wider evaluation and recommending improvement to the media and PR work based on learning and feedback.
- Management of supplier relationships for communications (design, digital and PR suppliers or freelancers) to ensure they provide quality work to budget and time.
- Represent the Campaign at meetings with external agencies and other bodies as required, linking with close partner organisations to coordinate press work as required.

### **Cross Team Responsibilities**

Being part of a small team will require collaborative and supportive working practices with everyone playing a role in ensuring key administrative tasks are carried out. This will include:

- Ensuring supplier details are updated
- Prompt payment of invoices and accounting of spend
- Keeping records and files up-to-date through agreed systems
- Monitoring of incoming queries through general phone and inbox
- Contributing to development and dissemination of content via the website and social media

### **Additional Duties**

All employees are expected to work in a flexible way when the occasion arises so that tasks, which are not specifically covered in their job description are undertaken. These additional duties will normally be compatible with the regular type of work. If the additional responsibility or task becomes a regular or frequent part of the employee's job, it will be included in the job description in consultation with the employee.

### **Essential Criteria**

- Degree or other relevant professional qualification
- Experience of planning and running successful and innovative communications campaigns using digital and traditional media channels.
- Expertise in identifying strong news lines, producing press releases, and selling in stories, often under pressure, reacting quickly to emerging news.
- Strong experience of maintaining and designing websites using website content management systems and using other social media platforms.
- Experience of creating and editing lively, dynamic content for a range of media and channels.
- Experience of monitoring and analysing communications outputs.
- Experience of managing relationships with external contractors and freelance staff.
- Outstanding interpersonal skills with ability to develop strong relationships with colleagues and external partners.

- Ability to prioritise and balance many concurrent tasks and organise work effectively to meet strict deadlines.
- Excellent verbal and written communication skills.
- High attention to detail.
- Highly collaborative
- Highly motivated, enthusiastic with a “can do” mindset and willingness to take the initiative.

#### **Desirable Criteria**

- Extensive experience of staff and contracts management
- A good understanding of the voluntary sector
- Interest in loneliness
- Ideally, excellent knowledge and understanding of loneliness issues and the campaigning and policy environment nationally