

Job description: Communications Manager

Title:	Communications Manager
Duration:	Full-time
Location:	Central London, NW1 2DX
Starting date:	September 2019
Working hours:	37.5 hours per week
Team:	Public Affairs
Reporting to:	Head of Communications and Events
Key relationships:	All members of the communications team, all other Impetus staff, trustees, journalists, suppliers and agencies.
Salary:	£34,000 per annum

About Impetus

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life.

We find, fund and build the most promising charities working with these young people, providing core funding and working shoulder-to-shoulder with their leaders to help them become stronger organisations.

In partnership with other funders we help our charities expand and we influence policy and decision makers so that all young people get the support they need.

We work with over 20 charity partners and employ a staff of approximately 40 people, which includes the public affairs team, covering policy and communications.

About this role

The Communications Manager is a vital role to Impetus, helping to drive our digital and communications strategies to achieve our goals.

You will be an enthusiastic team player, able to manage a busy and varied workload. Passionate about all things comms, you will particularly enjoy keeping up-to-speed with latest digital trends. You'll help Impetus make the best use of digital, both to reach external audiences and work better internally.

You will bring your specialist technical knowledge and skills to all Impetus' communications activities and ensure we produce high quality communications materials that convey our messaging in simple and attractive formats. Your main

responsibilities will include day-to-day management of the Impetus brand, generating website content, search engine optimisation, managing social media channels and developing content for newsletters, videos, blogs and other online tools.

Impetus is in the process of setting up the [Youth Endowment Fund](#) and part of your role will be to support the YEF with its digital communications.

Key responsibilities

Impetus (80%)

- Support the senior management team to develop Impetus' digital culture
- Research, keep up-to-date and share the latest trends in digital communications to ensure best practices and improvements are implemented as needed
- Deliver our digital strategy, and look for opportunities to further engage our stakeholders through digital
- Regularly track, analyse and refine digital performance to help us meet our business and team objectives
- Maintain and develop the website. Ensure it continues to be an effective, up-to-date and engaging 'window for the world'
- Lead on development, distribution and subscriber growth of our email newsletters, ensuring communications from this platform are timely and relevant for our audiences
- Ensure all email communications are synced with our CRM system and content is tailored to our segmented audiences
- Lead the charity's social media activities, ensuring content is engaging and on message
- Grow the charity's SEO, staying abreast of new techniques and consistently assessing all digital outputs for ways to maximise our SEO
- Develop multimedia content (e.g. infographics, films) for use across multiple digital platforms
- Maintain Impetus' blog, generating and seeking content ideas whilst ensuring the blog remains current and appealing to our audiences
- Prepare internal communications updates and assist with related internal communications activities
- Support the Head of Communications and Events to maintain the charity's brand and messaging
- Lead on development of Impetus' PowerPoint deck and other brand tools as required, ensuring it's kept up-to-date and maintains its value for all teams
- Be one of the first points of contact for queries regarding the charity's brand guidelines and visual style
- Support our 'communications forum', a consortium of the comms representatives from each of our charity partners for peer-to-peer learning and development. Contribute to the group's learning needs, working with colleagues to identify opportunities for engaging external support

Youth Endowment Fund (20%)

- Manage the fund's social media channels and support the creation, and later maintenance of, a new website for the fund

Person specification

Essential

- Experience in all aspects of digital communications, including social media, websites, film, photography
- Experience of developing and maintaining a strong brand
- Experience working with website content management systems
- Experience of creating and updating website and social media content
- Experience of data management / segmented communications
- Experience working with customer relationship management systems
- Excellent knowledge of Microsoft Office: MS word, Excel, Outlook, PowerPoint
- Excellent attention to detail
- Exceptional verbal and written communications skills
- Ability to work as a team player and with colleagues across all levels
- Ability to operate independently; working autonomously to targets and deadlines
- Experience of working effectively under pressure, demonstrating a calm, confident and flexible approach to their work
- Excellent organisation and prioritisation skills
- A commitment to Impetus' mission
- A commitment to equality, diversity and inclusion

Desirable

- Experience of writing copy for a wide variety of audiences
- HTML coding and photo and video editing capability
- Experience of developing marketing and events collateral
- Design experience
- Experience delivering comms activities for policy launches
- Knowledge of the youth sector
- Knowledge of the private equity sector

For examples of the types of projects that the Public Affairs team work on and deliver, please see below:

The *Youth Jobs Gap* <https://impetus.org.uk/youth-jobs-gap>

The Youth Endowment Fund <https://impetus.org.uk/youth-endowment-fund>

Our blog page <https://impetus.org.uk/blog>

Our quarterly newsletter <https://impetus.org.uk/newsletter-subscribe>

How to apply

Please send your CV and a one page cover letter telling us why you're applying for this role to recruitment@impetus.org.uk by 5pm Monday 9 September 2019.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission. You will also be required to provide proof of your eligibility to work in the UK. As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

First round interviews will take place on Friday 13 September 2019

Second round interviews will take place on Friday 20 September 2019

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, race, age, disability, religion, belief, sexual orientation, or marital status. We value diversity and welcome applications from people of all backgrounds.