

Communications and Engagement Manager

ABOUT TOGETHER;

/together is one of the most powerful and diverse coalitions in the UK - one that everyone is invited to join, from community groups across the country to some of the UK's best-known organisations. Chaired by the Archbishop of Canterbury, the Steering Group includes a broad range of organisations and individuals from the NHS and ITV, to the Scouts, UK Sport, TikTok and the CBI.

Our aim is to help build kinder, closer and more connected communities in the aftermath of COVID-19 through four strands of work:

- Building moments of participation and connection
- Creating and popularising a narrative of togetherness
- Supporting advocacy for changes in policy and practice
- Developing infrastructures for a growing movement

The /together coalition is coordinated by a small charity called The Together Initiative. For further information, please see www.together.org.uk

ABOUT THE ROLE;

The role of Communications and Engagement Manager is an excellent opportunity for an experienced professional bring a consistent approach to Together's Initiative image, communications and engagement activities, support Together's project publications and increase referrals through strong promotional campaigns and a strategic organisational approach to partnership management, and integrate digital and traditional communications and engagement strategies to ensure a cohesive and effective approach across the organisation.

Title	Communications and Engagement Manager
Name of Organisation	The Together Initiative
Location	Home-based; this post will involve some job-related travel to London
Responsible to	Director
Starting Salary	£35,000- £40,000 per annum, dependent on experience
Working Hours	Full time, 35 hours per with, plus minimum 30-minute unpaid lunch break
Contract	This is a fixed term contract for 1 year, with the possibility of extension. Start date: January 2022 The notice period is one months in writing on each side. There is a probationary period of one month.
Holiday	30 days per annum, plus statutory holidays pro rata.

Equal Opportunities	The Together Initiative strives to be an equal opportunity employer and commitment to this process will be expected
Job Context	The Together Initiative has been through a period of rapid growth and development. We have ambitious plans for the future therefore, in line with our strategy plans, structures and systems we want to ensure we have the team to deliver success.

KEY RESPONSIBILITIES;

Communications

1. To develop and implement a cohesive communication strategy that will increase engagement with Together's key audiences, build brand awareness, further organisational objectives, and bring consistency to Together's approach.
2. To lead on developing Together's core messages, demonstrating they can reach and resonate with our key audiences.
3. To oversee the development of, and work closely with partners to deliver, a new project on narrative development for social connection.
4. To engage, develop and manage working relationships with specialist consultants who can support our communications and media work, including for our campaign activities, evaluation publications, and our website and online presence.
5. To support the Campaigns Manager(s) in designing and delivering engaging communications for key campaign activities for partners and the public.
6. To manage delivery of, and create content for, all digital communications including partner and public communications, social media and website content.
7. To monitor all forms of media coverage related to the campaign, preparing media activity reports for the wider team on a regular basis; define KPIs for all activities, monitor the success level of communications and engagement activities and campaigns; update strategies based on insights and learning.

Engagement

8. To build constructive working relationships and liaise closely with the communications teams of partner organisations, providing proactive advice and support where required.
9. To support the Director to establish and manage relationships with current and prospective partner organisations, cultivating opportunities, providing information and updates on activity.
10. To coordinate integrated partner communications, managing and ensuring team use of the stakeholder database, and putting in place internal processes to ensure that relationship management is strong and consistent across the team.
11. To maintain appropriate GDPR consent records for all contacts.
12. To act as an ambassador on behalf of Together Initiative, creating opportunities to enhance external profile and reputation amongst key audiences.

This job description is not exhaustive. You may also be expected to support and deliver other projects and tasks, in line with your skills and experience that contribute to our overall organisation objectives beyond your core role.

KNOWLEDGE AND EXPERIENCE;

Communications:

- Experience leading or managing communications across an organisation, including across digital channels and for PR activities to further organisational objectives.
- Excellent communication skills with strong ability to devise and create engaging content across digital and print for diverse audiences.
- Experience of managing and delivering engaging social media and digital communications that increase audience engagement.
- Experience developing an engaging and memorable brand, with a strong understanding of the risks associated with maintaining a healthy brand.
- Understanding of public attitude formation and narrative development.

Engagement:

- Ability to establish and maintain excellent working relationships with stakeholders across all levels of an organisation, including with senior, high profile or celebrity supporters.
- Ability to take initiative and spot opportunities to initiate or deepen relationships with prospective and existing stakeholders.
- Demonstrable experience of working in partnership with others to further or achieve joint goals.

Desirable:

- Demonstrable experience in developing and managing a website in both format and content.
- Experience working in a partner, member, coalition or devolved organisation.
- Graphic design, photography, video filming and editing skills.
- A background of working in campaigns, politics or public affairs.
- Experience in engaging with high profile individuals.

SKILLS AND ATTRIBUTES;

- Motivated and collaborative team-worker with ability to flex to the needs of the organisation at short notice and work across the team to deliver results.
- Excellent organisational and time-management skills with the ability to work independently effectively to deadlines, meet targets and achieve demonstrable results
- A confident, resourceful and ambitious individual who can manage a diverse range of operations in a challenging environment.
- Strong commitment to the vision and values of the organisation.

To Apply

Please submit your CV and a cover letter no more than two A4 pages outlining how you meet the criteria set out in the Job Description, and why you believe you are well-suited to the role of Campaigns Manager to info@together.org.uk.

Together is committed to meeting the aims and requirements set out in its Equal Opportunities Policy. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of our workforce in encouraging equality and diversity. We would like you to complete [this form](#), to support us to achieve these aims and requirements. Please note that completing the Equal Opportunities and Diversity form is voluntary and your responses will not be shared with the panel.

Application Closing Date: Thursday 9th December 2021

Interview Arrangements: w/c 13th December 2021

At this time we will be conducting our interviews virtually via Zoom.

Unfortunately, we are unable to consider any applications which are received after the deadline

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process. Once this process is completed the data relating to unsuccessful applicants will be stored for a maximum of six months and then destroyed.

A note for recruitment agencies

We prefer to hire people directly and have a preferred supplier list in place. We will be in touch if we need you