

JOB DESCRIPTION	
Job Title:	Senior Communications Manager
Reports to:	Jen Reid-Smith, General Manager
Location:	Working from home, attending meetings in an around Milton Keynes as needed
Date advertised:	September 2021
Contract:	Fixed term 12-month contract, potential to renew
Hours (seasonal):	18 hours per week September to April 8 hours per week May to August
Salary:	£14–16 per hour (£27,375–£31,285 FTE), dependent on experience
KEY PURPOSE OF THE JOB	
To manage effective internal and external communications for the charity in line with its organisational objectives, including marketing, publicity and online presence to grow its base of support.	
ACCOUNTABILITIES	
Key Accountabilities	
<ol style="list-style-type: none"> 1. Developing and delivering a Communications strategy and annual Communications plan for the charity in line with its strategic goals. 2. Line-managing a part-time Communications Assistant, including: <ul style="list-style-type: none"> - Overseeing and supporting their social media output - Delegating elements of the deliverables of the Communications Team - Ensuring they are equipped to respond appropriately to incoming enquiries - Performance monitoring and goal setting. 3. Responsibility for website and digital content, ensuring this is updated regularly, and nurturing the charity's online presence, utilising external service providers or freelancers as necessary. 4. Managing relations with the media including issuing strategic press releases for print, radio or TV coverage and being a spokesperson for the charity. 5. Responsibility for the deliverables of the Communications Team, including: <ul style="list-style-type: none"> - regular volunteer e-newsletters and supporter e-newsletters - the production and renewal of physical and digital marketing and publicity materials (flyers, promotional stand display, videos, thank you cards, etc). - speaking with guests of the service and the Welfare Team to create case studies. 6. Communications, presentations and meetings with partners in the sector, community groups, corporate supporters and other stakeholders as needed. 7. Providing support to the Fundraising team as needed with the promotion of campaigns and events, assisting with reporting to funders and support for key donor relationships. 	

Registered office:

Winter Night Shelter Milton Keynes, The Ridgeway Centre, Featherstone Road,
Wolverton Mill South, Milton Keynes, MK12 5TH

Charity Reference No: 1149480. Registered Company No: 08232340



<p>8. Providing assistance to the Operations Team as needed to recruit and retain volunteers, including the formatting and dissemination of training materials.</p> <p>9. Brand guardianship, which may include strategic reviews and branding development projects as the charity grows.</p> <p>10. Managing the Communications budget.</p> <p>11. Providing quarterly Communications reports to the Board of Trustees and an annual impact report.</p> <p>12. Other duties as required commensurate with the role.</p>		
PERSON SPECIFICATION		
	Essential	Desirable
Knowledge and Experience		
Previous experience in the fields of marketing or communications.	●	
Experience of line managing at least one other person.	●	
Experience of managing relationships with outsourced service providers and freelancers.	●	
Experience of managing a budget.		●
Experience of delivering successful email and social media campaigns.	●	
Track record in developing and managing an organisational social media following.	●	
Skills and Abilities		
Strong organisational and planning skills.	●	
Excellent verbal communication skills including confidence with public speaking and representing an organisation.	●	
Excellent written skills in diverse forms of communication for different audiences and purposes.	●	
The ability to motivate others and to get the best out of a team.	●	
Demonstrable ability to delegate and to leverage the skills of others rather than doing everything themselves.	●	
Personal Attributes		
Empathy and compassion for the homeless and vulnerable.	●	
An inclination and desire to work collaboratively and supportively with others.	●	
Willingness to take ownership of problems and resolve them to a satisfactory conclusion within predetermined time frames.	●	
Self-motivated with the ability to work within a pressurised environment whilst maintaining focus on personal and company objectives.	●	

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Alignment with the WNSMK Core Values, being altruistic, pursuing excellence, valuing, authentic, generous and team-based (listed at https://www.winternightsheltermk.org/about/)	•	
An aptitude for listening, liasing, consulting and evaluating the resulting information.	•	
The ability to maintain professionalism and confidentiality when dealing with sensitive information.	•	
Education and Training		
GCSE or equivalent in English Language and Mathematics (as a minimum).	•	
Proficiency in the use of MS Office applications (by training or experience).	•	
Formal qualifications or training courses completed in any of the following areas: copy-writing, media management, digital marketing, digital content creation, website development		•

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