



## Role: Communications Manager

**Job summary:** The Communications Manager is responsible for the day to day management and delivery of 360Giving's communications strategy. This includes engaging with 360Giving's target audience and key stakeholders, ensuring that the organisation's messaging, branding and engagement is clear and that it complements 360Giving's overall strategy. The role involves drafting press releases, articles, reports and blogs; writing a regular newsletter; managing all social media accounts; maintaining the website; organising external events; as well as supporting with fundraising and other operations tasks required in a small non-profit organisation.

**Hours required:** 37.5 per week (full time)

**Line manager:** Chief Executive

<b>1 Core Responsibilities</b>		
<b>Responsibility – initial % to be reviewed after probation and then annually</b>		<b>%</b>
<b>1</b>	Review and implement 360Giving's communications strategy	10
<b>2</b>	Write articles, annual report, a newsletter and press releases and commission accompanying media	50
<b>3</b>	Manage the website and social media accounts	20
<b>4</b>	Organise external events	10
<b>5</b>	Support with fundraising and operations	10

<b>AREA OF RESPONSIBILITY 1: Review and implement 360Giving's communications strategy</b>	
a)	Implement 360Giving's communications strategy, including setting short and long-term goals that can be delivered with the available resources.
b)	Identify relevant partners and resources required to achieve the goals in the strategy.
c)	Ensure the communications strategy and the organisation's branding continue to complement 360Giving's overall strategy, obtaining the level of profile and media coverage expected.
<b>AREA OF RESPONSIBILITY 2: Write articles, annual report, a newsletter and press releases and commission accompanying media</b>	
a)	Draft articles and blogs for the 360Giving website and op eds and press releases to pitch to external media outlets and key partners and stakeholders. This includes managing the press list.
b)	Conduct interviews and commission guest blogs and case studies for use by 360Giving.
c)	Publish a monthly newsletter, including maintaining the mailing list.
d)	Prepare an annual report, including drafting text and liaising with the designer and printer.
e)	Commission images and films as appropriate to accompany written materials.
<b>AREA OF RESPONSIBILITY 3: Manage the website and social media accounts</b>	
a)	Manage the organisation's website, ensuring it remains up to date and includes regular articles, blogs and news items.
b)	Manage 360Giving's social media accounts, including Twitter and LinkedIn, ensuring they appropriately target 360Giving's key audiences in a timely way.
c)	Regularly monitor website visitor numbers and social media followers and ensure that the appropriate platforms and relevant software is regularly maintained.

<b>AREA OF RESPONSIBILITY 4: Organise external events</b>	
a)	Lead on organising external events to profile 360Giving's work, ensuring that the budget and logistics are clear and that our different target audiences and key partners are engaged.
b)	Maintain a communications and events calendar for regular review with the team as part of planning upcoming communications and identifying press opportunities.
c)	Lead on all internal and external communications for events, ensuring that any follow up with participants is done in a timely way.
<b>AREA OF RESPONSIBILITY 5: Support with fundraising and operations</b>	
a)	Assist with preparing fundraising proposals and reports.
b)	Support the day to day operations of 360Giving including general administration, budgeting, reporting and project management.
c)	Recruit project contractors and manage project delivery as appropriate.

<b>2 Performance Indicators</b>	
1	Communications strategy successfully implemented and in line with agreed timelines and budget.
2	Regular publication of articles, blogs, case studies, op eds, newsletter and press releases, with good take up and referencing by external media outlets appropriate to 360Giving's audience.
3	Website, social media accounts and branding well-managed and in-line with the goals included in the communications strategy.
4	Series of external events delivered on time and within budget, with good levels of attendance and positive profiling of 360Giving's aims and progress.
5	Timely and effective support with fundraising and operations tasks as required.

<b>3 Role Requirements</b>	
1	Organised and creative self-starter with an eye for detail.
2	Great writing, editing and storytelling skills.
3	Experience of implementing communications strategies and associated budget.
4	Experience of managing different social media accounts and Wordpress websites.
5	Demonstrable experience of contracting and project management.
6	Experience of Desktop publishing, visual design and video editing an advantage.
7	Interest in philanthropy and/or open data initiatives and how they support civil society.