

Job Description

Job title:	Strategic Communications Coordinator
Salary range:	£34,420 - £42,369 per annum (with London weighting) £30,138 - £38,087 per annum (excluding London weighting)
Reporting to:	Strategic Communications Manager
Location:	Homebased or London/flexible (occasional travel)
Budget responsibility:	No
Management responsibility:	No
Hours:	35 hours per week
Contract:	Permanent subject to funding

MAIN PURPOSE OF JOB:

To build the profile and reputation of Living Streets as the UK charity for everyday walking.

As part of the External Affairs and Fundraising department, you will play a key role in strengthening the voice for walking and wheeling, helping to develop and implement strategies and plans for Living Streets' campaigning and fundraising activities.

MAIN DUTIES AND RESPONSIBILITIES:

- Work with the Strategic Communications Manager to develop and implement communications plans for Living Streets, supporting message development and dissemination for our influencing, campaigning and organisational activity.
- Draft materials for the media, including press releases, statements and key messages, and ensure spokespeople are effectively briefed.
- Support the charity's robust press protocol and maintain excellent media contacts to ensure quality coverage across national, regional and trade press.
- Advise and support the campaigns team with creative ideas to promote our actions around pavement parking and other road/street safety issues.
- Support the Fundraising Manager to develop and implement communications plans for fundraising and income generation activities.
- Creatively utilise opportunities to raise our profile and position Living Streets as the leading voice on walking and accessible streets, e.g. reactive media and awareness raising days.
- Support the development and maintenance of our digital communications channels, including the website, social media and video production.
- Be a guardian of Living Streets' brand, maintaining protocols and ensuring a clear, consistent brand identity with consistent messaging and tone of voice

- Support the production of case studies so our target audiences understand the need for our work and so our impact is celebrated.
- Support the delivery of effective stakeholder communications, including regular e-comms, so colleagues, partner organisation and key decision makers are aware of our work.
- With the marcomms team, manage our photography library, ensuring safeguarding procedures are adhered to.
- Manage production of printed and digital materials such as reports and guides, preparing briefs and plans, and working with external agencies, as appropriate.

OTHER DUTIES

- Be an ambassador for Living Streets to external audiences as required, promoting the Living Streets brand and messages.
- Be an active contributor to the External Affairs and Fundraising department, to team meetings and away days.
- Support colleagues and provide internal training as appropriate.
- Adhere to Living Streets policies and procedures, maintaining good liaison across the organisation.
- Ensure the effective delivery of our Strategic Plan and Objectives.
- Ensure our equal opportunities policy is understood and implemented at all levels.
- Deputise for the Strategic Communications Manager in their absence.
- Occasional out of office hours work will be required, including contributing to an out of hours media rota.
- Undertake other duties from time to time, as requested by the line manager or senior management.

Person specification

Applicants must be able to demonstrate:

Criteria (all criteria essential unless otherwise stated)	From application (✓)	At interview (✓)
Experience		
Experience of working in a communications or PR role in a charity, NGO or campaigning environment, with a proven track record of achievement	✓	✓
Experience of working with the media at all levels to generate high quality coverage in support of campaigns, projects and corporate activity	✓	✓
Proven success in generating media opportunities and coverage	✓	✓
Experience of championing an organisation's brand and ensuring that others adhere to its protocols and guidelines	✓	✓
Experience of communications to support fundraising and income generation (desirable)	✓	✓
Experience of working with external suppliers to produce materials, including photography and video production	✓	✓
Experience of managing and growing digital platforms and audiences	✓	✓
Knowledge and skills		
Outstanding written and spoken communication skills, including the ability to communicate with people from a variety of political, professional and lay backgrounds	✓	✓
Experience of design software and producing videos/graphics, e.g. Canva (desirable)	✓	✓
Experience with digital communications, including website CMS, social media, GA4 (Google Analytics) (desirable)	✓	✓
Personal		
Ability to work flexibly, including occasional travel or evening and weekend working	✓	✓
Commitment to equal opportunities and the ability to implement the Living Streets equal opportunities policy	✓	✓
Understanding of, and commitment to, the agenda of Living Streets	✓	✓
Positive, 'can do' approach to tasks	✓	✓