Job Description

Job title:	**Communications and Content Coordinator**
Starting Salary:	**£30,138 (National) or £34,420 (including London weighting)**
Reporting to:	**Head of Communications and Marketing**
Location:	**Flexible (GB)**
Management responsibility:	**No**
Budget responsibility:	**No**
Hours:	**35 hours per week**
Contract:	**Fixed term until 30 June 2027**

MAIN PURPOSE OF JOB:

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

As part of the Marketing and Communications team, you will play a key role in strengthening the voice for walking and wheeling, supporting the development and delivery of communications plans for Living Streets. You will take a lead on creating impactful stories that celebrate the impact of our activities, including our work in schools and workplaces.

MAIN DUTIES AND RESPONSIBILITIES:

- Support the delivery of communications plans for Living Streets' projects, campaigns and organisational activity, ensuring that key messages reach relevant audiences.
- Develop and promote case studies that showcase the impact of Living Streets' work, turning submissions into engaging content for use across our communications channels.
- Produce engaging communications materials and content, including e-comms, presentations and social media, using platforms such as Canva.
- Help maintain and develop Living Streets' digital communications channels, including building and updating webpages, scheduling social media content and contributing to content production.
- Be a guardian of the Living Streets brand, maintaining protocols and ensuring a clear and consistent brand identity, messaging and tone of voice across all communications.
- Support the management and maintenance of Living Streets' photography library, including sourcing, collating and organising images, ensuring that safeguarding procedures are followed.
- Support internal communications, so colleagues are aware of our work and impact.
- Provide administrative support to facilitate the smooth running of the marcomms team.
- Monitor and report on digital communications performance, sourcing and collating relevant metrics to track progress against KPIs.

OTHER DUTIES:

- Be an ambassador for Living Streets to external audiences as required, promoting the Living Streets brand and messages, including at public events, and in interaction with stakeholders.
- Be an active contributor to your department, at meetings and away days.
- Support fellow staff and provide internal mentoring and 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 that our equal opportunities policy is understood and implemented at all levels.
- Reasonable occasional out of office hours work may be required, and travel outside of your local region, but within the UK.
- Undertake other duties from time to time, as by your line manager and Chief Executive

SAFEGUARDING:

Living Streets is committed to safeguarding and promoting the welfare of children, young people and adults at risk; and expects all our staff and volunteers to share this commitment. Applicants will be subject to background and criminal records checks as relevant to the job role.

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, marketing or PR role with a proven track record of achievement	✓	✓
Demonstrable experience of delivering communications or marketing campaigns to meet objectives	✓	✓
Experience of producing engaging content to promote an organisation and/or its work	✓	✓
Experience of maintaining and following a brand	✓	✓
Knowledge and skills		
Outstanding written and spoken communication skills, including the ability to communicate with people from a variety of professional and lay backgrounds	✓	✓
Ability to prioritise deadlines	✓	✓
Good level of understanding of how to monitor and evaluate success	✓	✓
Knowledge of digital communications, including website CMS, social media, GA4 (Google Analytics)	✓	✓
Knowledge of Adobe Creative Suite and/or Canva	✓	✓
Understanding of Monday.com and/or Engaging Networks (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' equality, diversity and inclusion policy	✓	✓

Understanding of, and commitment to, the agenda of Living Streets	✓	✓
Positive, ‘can do’ approach to tasks		✓