

## **Job Description**

<b>Job title:</b>	<b>Strategic Communications Manager (Maternity Cover)</b>
<b>Salary range:</b>	<b>£44,356 - £49,655 per annum (With London weighting) or £40,072 - £45,371 per annum (excluding London weighting)</b>
<b>Reporting to:</b>	<b>Head of Communications and Marketing</b>
<b>Location:</b>	<b>Homebased or London/flexible (occasional travel)</b>
<b>Budget responsibility:</b>	<b>Yes</b>
<b>Management responsibility:</b>	<b>Strategic Communications Coordinator</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Contract:</b>	<b>Fixed term until 30 June 2027, or until the postholder returns, whichever comes first</b>

### **MAIN PURPOSE OF JOB:**

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

You will work to raise the charity's profile and strengthen the voice for walking and wheeling.

Being organized, collaborative and resourceful, you will have a good understanding of communications and PR channels, including running a day-to-day press office.

Working with the Head of Communications and Marketing, you will develop and implement communications and PR strategies for our campaigns and project delivery.

### **MAIN DUTIES AND RESPONSIBILITIES:**

- Develop and implement communications plans for Living Streets, supporting message development and dissemination for our influencing, project, income generating and organisational activity.
- Be the first point of contact for media enquiries, develop strong working relationships with key contacts and lead on identifying and cultivating media opportunities.
- Lead on Living Streets PR campaigns, including National Walking Month.

- Draft materials for the media, including press releases, statements, key messages and case studies, and ensure spokespeople are effectively briefed before any media interviews.
- Enforce a robust press protocol and maintain the organisation's reputation as a fast and reliable press office.
- Monitor, record, distribute and report on media coverage to advise colleagues on effective responses and identify opportunities to grow our profile.
- Communicate complex policy messaging for a range of different audiences.
- Effectively communicate Living Streets' impact, working with colleagues to craft messaging and devise plans for dissemination.
- Oversee the forward plan of external opportunities, awards and events to ensure that opportunities for cross promotion of messages are clearly taken.
- Evaluate and review communications activity to ensure they achieve all required objectives and outcomes, including value for money.
- Champion Living Streets' brand, maintaining protocols and ensuring a clear, consistent brand identity with consistent messaging and tone of voice.
- Manage production of effective and targeted publications. This includes preparing briefs and plans as required, and working with and monitoring external agencies, consultants, graphic designers and print specialists as appropriate.
- Work with campaign and public affairs colleagues to maximise publicity of our influencing work, campaigns and events, including the UK Walking Summit, pavement parking and road safety campaigns
- Support the Marketing Manager to deliver on the Marketing Strategy aimed at promoting Living Streets' products and projects
- Ensure the delivery of effective internal communications.
- Support the development and maintenance of our digital communications channels, including leading on a social media plan and contributing to the running of Living Streets' website.
- Support the management of a photography library, ensuring copyright, licensing and safeguarding legislation is followed.
- Line manage the Strategic Communications Coordinator, ensuring personal development plan and targets are met.

## **OTHER DUTIES**

- Be an ambassador for Living Streets to external audiences as required, promoting the Living Streets brand and messages, including at public events, in interaction with stakeholders
- Be an active contributor to your department, to team meetings and away days
- Support colleagues 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 our equal opportunities policy is understood and implemented at all levels
- Lead by example and ensure that the team works effectively and collaboratively

- Contribute to the management of the organisation and be an active contributor to internal communications
- Deputise for the Head of Communications and Marketing in their absence
- Occasional out of hours work will be required as part of an out of hours press office rota, as well as occasional travel within the UK
- Undertake other duties from time to time, as requested by the line manager or Chief Executive

## Person specification

Applicants must be able to demonstrate:

Criteria (all criteria essential unless otherwise stated)	From application (✓)	At interview (✓)
<b>Experience</b>		
Experience of leading a communications function 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	✓	✓
Experience of championing an organisation's brand and ensuring that others adhere to its protocols and guidelines	✓	✓
Experience of managing budgets and forecasting spend accurately (desirable)	✓	✓
Experience of line management (desirable)	✓	✓
<b>Knowledge and skills</b>		
Outstanding written and spoken communication skills, including the ability to communicate with people from a variety of political, professional and lay backgrounds	✓	✓
Project management skills and ability to coordinate complex projects	✓	✓
Good level of understanding of how to monitor and evaluate success	✓	✓
<b>Personal</b>		
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	✓	✓