



Job advertisement

Job title:	Head of Communications and Marketing
Term:	June 2018 to July 2019 (fixed-term contract)
Salary:	£36,000 to £39,000
Location:	Central London

The role

We are Initiatives of Change (lofC), the British arm of an international charity with a particular interest in trust-building. Our offices are near Victoria Station. We have a Christian legal purpose but we work with people of all faiths and none. Our Head of Communications and Marketing will be on maternity leave for one year from the beginning of July 2018 and we are looking for someone to cover for her, with a one month handover period at the beginning and a two-week handing back at the end.

You will have overall responsibility for communications, both internal and external, and for providing high-quality marketing resources to fundraisers, programme managers and individual volunteers. You will work with lofC's communications strategy and put forward a clear, consistent and engaging message to all audiences and stakeholders. You would be expected to safeguard lofC's brand and ensure that teams and volunteers adhere to brand guidelines. You will need to deal sensitively with people, respecting the convictions and beliefs of volunteers who may have been working on an issue for years, while at the same time ensuring quality, consistency and an attractive and accessible communications style.

You will also be part of our Executive Committee which has overall responsibility of the day-to-day running of the charity and meets weekly on a Tuesday evening. This role will therefore be a good opportunity for you to secure evidence of your ability to participate in the running of a charity, as well as demonstrating your adaptability and effectiveness in a new environment.

Main responsibilities

External communications

Your role is to communicate lofC's core message consistently and engagingly through the following channels:

- the website (uk.iofc.org)
- social media (Instagram, Facebook, Twitter, Soundcloud, YouTube)
- Changemakers magazine (A bi-annual magazine dedicated to sharing personal stories of change)
- Annual Review (based on the Annual Report which is produced by the Company Secretary)
- Leaflets and reports

You will be expected to ensure content is generated to a high standard, working with programme leaders, national coordinators and with the diverse lofC team around the country. You'll pitch newsworthy stories to the press and develop relationships with the media. You will act as main contact for media/press to promote Initiatives of Change and track media interest in topics relevant to our work. The ability to present lofC clearly to outside audiences is vital.

You will head up the Events Committee and promote events to external audiences.

Internal communications

You will work with the Executive Committee, programme leaders, and volunteers to ensure that events, training opportunities, news and requests are communicated promptly and appropriately through the monthly news bulletin and internal send outs.

International work

You'll be expected to work closely with the international communications team, and collaborate with colleagues in other national bodies to ensure that messages from IofC in the UK and internationally are as consistent as possible.

Marketing

You will support fundraisers with suitable materials, including an Annual Review of the charity's achievements, benchmarked against the materials on offer from similar charities. You will work with individual programme and project leaders, providing advice and resources in their marketing efforts while ensuring consistent messaging and use of the IofC brand.

You will support the Centre Manager at the IofC London centre with ensuring that marketing materials, including the website www.greencoatplace.org, are up-to-date and effective.

Finally, you will oversee the marketing of books and DVDs via the shop.iofc.org website, and third-party channels, supported by a Google AdWords programme. You'll be in charge of ensuring new books and DVDs are well publicized and oversee the production of DVDs.

Management

You will manage the communications budget, carrying out procurement, putting in place adequate financial controls and reporting on expenditure. You will manage staff, contractors and interns working on communications, including recruitment, appraisals and staff planning. You will have responsibility for the charity's CRM (we use Microsoft Dynamics) and for making sure that all data is properly managed and secure, in line with the GDPR.

You will be a member of the charity's Executive Committee which meets weekly and will participate in all decisions that are within the team's remit and advise the team on communications and marketing issues.

Essential skills and experience:

- Creative and innovative
- Excellent communication and interpersonal skills
- Excellent editing and writing skills
- Excellent organisational and planning skills
- Experience in communications within the third sector
- Experience of staff and volunteer management;
- Experience of managing web sites and social media channels;



Initiatives of Change

United Kingdom

- A track record of creating communications for fundraising;
- The ability to look critically at designs and to give constructive feedback;
- The ability to recruit and manage temporary staff within budget.

The following skills and attributes would also be desirable:

- Experience of working in a faith-based environment
- Design skills using Adobe Creative Suite
- Experience of using Microsoft Dynamics CRM
- A professional qualification in media or communications

How to apply:

Please send a supporting statement and CV outlining your experience to careers@iofc.org with the subject line 'Head of Communications' by 5pm on 3 April 2018. References will be needed for the successful candidate.

Interviews for short-listed candidates will take place on 18 April.