

BECOME.

THE CHARITY FOR CHILDREN IN CARE
AND YOUNG CARE LEAVERS

Job description: Communications Manager

An exciting opportunity has arisen for a creative, tenacious and inspiring Communications Manager to join Become. Become, the national charity for children in care and young care leavers, helps young people to believe in themselves and to heal, grow and unleash their potential. We work alongside young people to make the care system the best it can be.

This is an exciting time to be joining Become as we embark on delivering an ambitious 5 year strategy.

Central to our strategy is our ambition to transform the organisation's communications function to raise the charity's profile, increase engagement with key audiences and put issues affecting care experienced young people firmly on the agenda.

You will be an experienced communications professional with a drive to shape and manage a communications function, with a commitment to improving the lives of care experienced people. We want someone ambitious who can grow Become's external profile, develop strategy and deliver a range of communications activity. You will be strongly committed to Become's values and our vision that young people who spend time in care have the same chances as everyone else to live happy, fulfilled lives.

At Become we value and celebrate people's diversity and believe this strengthens our team. We strongly encourage applications from those with experience of care and those from BAME communities who are currently underrepresented in our organisation. Become's offices are wheelchair accessible.

If you are interested in the role and would like to have an informal chat about it before applying, please feel free to contact Rhiannon Clapperton and Lisa Watch, Director of Policy, Campaigns and Communications (job share) by email: commsrecruitment@becomecharity.org.uk

To apply, please provide a CV (in word or PDF format) alongside no more than two A4 pages detailing your suitability for the role – specifically addressing and providing relevant examples to demonstrate you meet the skills and experience required. Please tell us if there are any reasonable adjustments we can make to assist you in your application.

Applications should be sent by email to recruitment@becomecharity.org.uk by 12pm on Tuesday 15 September, please use the subject line: (Full name) application for Communications Manager role.

Interviews will be competency-based and we expect these to take place virtually, using a video calling app (Zoom). If access to technology/WIFI is difficult for you, please get in touch with us so we can assist in making suitable arrangements.

Job Description

Job title: Communications Manager

Reporting to: Director of Policy, Campaigns and Communications

Purpose of role: Develop and manage Become's communications function, securing positive coverage of the organisation's work and views, and reaching more young people, supporters and influencers with our communications and campaigns across all our channels and platforms.

Headline terms and conditions

Salary: £39,000

Hours: 35 hours p/w (flexible and part time working arrangements considered)

Pension: 5% employer contribution

Leave: 28 days

Location: 15-18 White Lion Street, London, N1 9PG with the possibility of part time working from home

Application Closing Date: 12pm Tuesday 15 September 2020

Interviews: TBC, via video call.

Key responsibilities

- Develop and deliver Become's communications strategy and activity
- Build a high-performing communications function able to help the charity raise its profile and influence the agenda to bring about changes for care experienced young people
- Develop and maintain brand identity across all media including crafting strong clear messages about what we do and why
- Work with children and young people to help them tell their stories via different mediums including developing a comprehensive bank of case studies, photos and videos.
- Identify and secure opportunities for proactive and reactive media coverage, including developing and managing relationships with journalists, horizon scanning and undertaking media monitoring
- Manage Become's social media channels and wider digital presence including developing and curating young people-led digital spaces
- Produce communications content for a range of audiences, including media releases, pictures and videos and project manage the design and production of promotional materials
- Manage the development of Become's websites
- Prepare and manage the communications budget
- Manage the Digital Communications Officer and recruit and manage volunteers or interns as required
- Carry out any other duties that may reasonably be required

Skills/experience

- Experience of devising communications strategies for a national charity or a voluntary sector campaign or equivalent
- Experience of proactive and reactive media relations

- Strong understanding of how to shape the news agenda and sound political awareness
- Experience of using digital communication channels & tools including social media and web techniques and systems to monitor and maximise digital engagement
- Strong written and verbal communication skills
- Ability to interpret complex issues and communicate these in a compelling way to a wide range of audiences
- Experience of working with a charity's beneficiaries/supporters, particularly disadvantaged groups. Experience working with young people is desirable.
- Able to develop collaborative working relationships
- Excellent organisational, time management and prioritisation skills with the ability to take the initiative
- Excellent administrative skills and attention to detail, with the ability to develop and maintain internal systems to store information compliant with legislation (such as GDPR) and good practice.
- Knowledge of social policy issues and the children in care sector is desirable
- Commitment to social justice and to the rights of children and young people
- Management experience desirable