



Communications Manager

- Salary £28,000 - £35,000 (FTE) gross per annum (depending on experience and location)
- Full time, 35 hours per week, flexible working arrangements considered on application
- London Office normal place of work (currently remote working due to Covid-19 restrictions). Other locations considered on application
- Reporting to CEO

Job description

Overall purpose of the role

The Communications Manager is a new role at Micro Rainbow that will be responsible for developing and leading key aspects of our communications strategy.

This includes proactive and reactive press and PR, managing our digital infrastructure including email, social media, internal and stakeholder communications, storytelling and content creation.

Working with all teams in the organisation, the Communications Manager will be responsible for building on the reach and reputation of Micro Rainbow with a focus on our key audience targets and people with lived experience who are the foundation of Micro Rainbow.

The post holder will take the lead on creating engaging digital content and play an instrumental part in the development of Micro Rainbow's social media strategy.

The successful candidate will be a kind, empathetic, collaborative and creative manager, able to take Micro Rainbow to the next level.

Key Responsibilities

The Communications Manager delivers communications to key audience groups, such as beneficiaries, corporate partners, funders and supporters, volunteers, target public audiences and journalists.

The post holder will be an excellent writer and editor and will write, edit, coordinate, and publish content across various channels, including the website, social media, and in printed and online marketing materials.

The postholder will work with the CEO to expand the communication team.

PR and media

- Increase the organisation's profile through press and social media
- To raise awareness of the organisation's work and gain media coverage or exposure through local, regional or national press, radio, online and TV broadcasts
- Write press releases, articles, and statements
- Respond to requests from the press and maximise opportunities for further engagement on relevant topics
- Develop relationships with the press, journalists, and influencers
- Act as a spokesperson when necessary.

Website

- Manage and update content for the website and any related blogs
- Use Google Analytics reports to make recommendations to maximise the website's potential.

Social media

- Manage Micro Rainbow's social media accounts day-to-day
- Create a social media strategy to increase supporter engagement
- Develop strategic communications, social media campaigns and digital content that will help further organisational goals, e.g. around key LGBTQI days and campaigns
- Produce monthly reports detailing social media activity and identifying trends and opportunities to meet reach and engagement targets.

Email

- Create an email communication strategy for Micro Rainbow's audiences
- Manage the Mailchimp platform and drive continual improvements
- Train internal staff on how to write for and create engaging email content
- Produce quarterly newsletters.

Stories and stakeholder management

- Write success stories
- Oversee the management of a stories database, actively collating stories and images, gaining relevant permissions and ensuring GDPR compliance
- Act as a key relationship manager for clients who are active storytellers.

Brand, copywriting and design

- Ensure consistent Micro Rainbow branding is used across all channels
- Write creative briefs and produce content as required for external and internal audiences
- Maintain library system for photography, film and stories that is GDPR compliant
- Manage copywriting for communications materials.

Other

- Line manage communication interns and freelance consultants
- Help market and run forthcoming events both online and in-person
- Review and approve all communications to guarantee consistency and clarity of voice
- Generate awareness of current trends, awareness days/events and any other relevant activity and news which could be integrated into communications planning
- Produce regular performance reports to the CEO.

Person Specification

Essential

- Committed to Micro Rainbow's vision, mission and strategic objectives
- A demonstrable interest and commitment to working with marginalised groups
- A minimum of two years' experience in communications
- Excellent verbal and written English communication skills
- Demonstrable knowledge, experience, and expertise in a press, PR or communications environment
- A proven ability to build strong working relationships with journalists, target audiences, corporations and other stakeholders
- A "hands on" individual who is also able to operate at a strategic level
- Attention to detail
- Ability to work independently as well as part of the team
- Highly creative, with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Solid knowledge of website analytics tools (e.g. Google Analytics)

- Working knowledge and experience of using website content management systems such as Wordpress
- Strong analytical skills and data-driven thinking
- Strong understanding of social media management and strategy
- Excellent project and time management skills.

Desirable

- Experience in working within an LGBTQI organisation
- Knowledge of issues facing LGBTQI asylum seekers and refugees
- Experience in managing events both online and in-person
- Experience with social media scheduling software
- Lived experience. We welcome LGBTQI refugee applicants
- Line management experience
- Expertise in copywriting for marketing and communications materials
- Experience in setting up and optimizing Google Adwords campaigns
- Graphic design, photography, video creation and editing skills.