**Job title:** Communications and Marketing Manager

**Line managed by:** Young Hammersmith & Fulham Foundation CEO

**Salary:** between £35k-£38k FTE

**Hours:** 30 - 37.5 hours per week (flexible for this role to be performed over 4-5 days per week)

 **Location:** Lyric Hammersmith Theatre and Hammersmith & Fulham (Remote working is possible for a proportion of the hours)

**Contract:** Permanent

**Start date:** Ideally by June 2024, but negotiable

**The Role:**

The Young Hammersmith and Fulham Foundation is a membership charity dedicated to supporting young people and children’s voluntary organisations in our borough.

Our commitment extends to over 100 organisations, providing exclusive member-only grants, funding support, targeted training, and various other opportunities. Our free membership scheme benefits voluntary organisations supporting children, young people, and their families in the boroughs of Hammersmith and Fulham.

This is an exciting opportunity to join Young Hammersmith & Fulham Foundation’s small, passionate team as we work to increase brand awareness, clarify our offering, and enhance our overall communications capabilities.

The Communications and Marketing Manager will support the organisation in increasing its impact by reaching our diverse audiences, including members, charities, local government, and businesses. This will involve engagement through promotion and marketing, content creation and distribution, and delivering a first-class offer to our Membership.

In this role, you will further develop our existing Communications Strategy and implement the operational systems to deliver this strategy. There will also be a need to establish effective analytics to ensure we are aware of the impact of our work and can effectively communicate the story of the difference we are making.

A unique aspect of this position will be the opportunity to provide advice and guidance to other charities within our Membership.

**Job description**

* Review and refine our existing comms strategy to ensure that it is impactful and executed effectively across various channels, including digital, social media, email, events, print and press
* Undertake a practical stakeholder analysis to help understand how to reach best and communicate with our different stakeholders
* Lead the development and delivery of communications systems that support the delivery of the strategy
* Ensure consistent messaging and branding across all communication channels.
* Design and deliver project-specific communications to promote our offers and projects.
* Manage our website, ensuring content is up-to-date, relevant, and aligned with our messaging
* Oversee our social media channels, developing content calendars and strategies to foster engagement and increase followership.
* Monitor social media trends and adapt strategies to maximise reach and impact.
* Create and coordinate compelling and engaging content for social media, website, and emails
* Manage Young Hammersmith & Fulham Foundation monthly newsletters
* Prepare and distribute press releases and secure coverage when appropriate
* Provide regular impact reports and analysis of our comms engagement.
* Analyse data from comms activities to continuously improve our engagement.
* Support our Members’ Comms capabilities through advice and signposting.

**Personal specification**

* Five years of professional work experience in a similar role
* Experience developing and implementing communication strategies and plans
* Excellent written and verbal communication skills with the ability to create great content
* Strong project management and organisational abilities and ability to work across multiple workstreams at once
* Excellent attention to detail and accuracy
* Professional experience creating content and managing social media channels (i.e. Instagram, Twitter and LinkedIn)
* Experience in optimising and managing websites; SEO (Search Engine Optimization) and Google Ad Grants would be desirable)
* Strong IT skills with experience working with MS Office applications, familiarity with Canva and other graphic design software and content creation tools is a plus
* A creative and critical thinker
* You’ll have the interpersonal skills to work well in a small team and independently
* You’ll promote equality and value diversity in all working relationships.
* You will share our Values and Principles and be committed to supporting children and young people through our membership.

**Desirable**

* Experience of working in the charity sector
* Experience in building a brand
* Some experience in press relations a plus

**Benefits**

* 7% Employer’s pension contributions
* Travel and Hospitality Expenses
* Work Phone
* Cycle to Work Scheme
* Tech Scheme for discounted purchases of new personal laptops/smartphones
* Optional one-to-one external support to help with personal progression and development.

**Key internal relationships**

* Membership Engagement Manager
* CEO
* Director of Programmes and Partnerships
* Partnerships and Grants Manager

**Key external relationships**

* The 90+ Membership organisations of Young Hammersmith & Fulham Foundation – including youth clubs, charities, social enterprises
* Hammersmith and Fulham Local authority
* Corporate Partners
* Funders and stakeholders commensurate with the role

**More about Young Hammersmith and Fulham Foundation**

\* Our ***vision*** is to make Hammersmith & Fulham the best place in London to be a young person

\* Our ***mission*** is to support our Membership to provide meaningful and memorable opportunities for young people

We will do this by:

* Securing funding for organisations to work in partnership
* Grant Giving for projects and funds given directly to young people
* Capacity development through networking and training
* Influencing policy for the rights of children and young people

**Our Values**

* **Accountability:** The organisation takes responsibility for using resources efficiently to achieve measured results
* **Ambition**: To make informed partnerships and cooperation central to all our activity with the expectation to set aspirational but realistic goals; we are committed to improving the quality of all our activities and the relationships that underpin them
* **Collaboration**: We respect and value others and understand diversity is a strength
* **Creativity**: As an intelligence-led organisation, we are open to innovation and new ideas; we welcome change, avoiding risk aversion, so we can, alongside partners, develop sustainable solutions for young people
* **Integrity**: We look to operate to the highest standards of individual, group, and organisational honesty and behaviours, consistently acting in the best interests of children and young people

**Our Principles**

* Bring organisations working with people together on equal terms.
* Celebrate the cultural identity of youth organisations and young people
* Promote local development and ownership of youth provision
* Work collaboratively to build the foundations for community involvement
* Dedication to continuing participatory review and evaluation, which includes regular feedback from all stakeholders, to establish the effectiveness of our action

**Process**

We will conduct interviews as suitable applications are received, and the Young Hammersmith & Fulham Foundation will close this job opportunity when a candidate is offered and accepts the position.

**To be considered, candidates must submit CVs with a Cover letter (a maximum of two pages). The cover letter should address their suitability for this role in relation to the role description and person specifications above.**

You will have to undertake an Enhanced DBS disclosure before employment.

You will have to provide two references before your employment commences.