



JOB DESCRIPTION

Job title:	Communications Manager
Reports to:	Black Thrive Global Director
Manages:	Matrix Management: 1X Comms and Engagement Officer, 5 x Project Support Officers
Geographic focus:	All
Salary:	£38,000 to £45,000
Hours:	37.5 per week (part time, flexible working and job share available)
Benefits:	26 days annual leave plus bank holidays, pension contribution

About Black Thrive

We exist to change the odds stacked against Black people by embedding race equity into systemic change so that thriving is not the exception but the norm.

[Black Thrive Global](#) evolved from the work of the [Black Thrive Lambeth](#) Partnership, which was established in 2016 to address the inequalities that negatively impact the mental health and wellbeing of Black people in Lambeth. Black people's cumulative exposure to negative experiences and poor outcomes are not unique to Lambeth and Black Thrive Global was founded in 2020 to address the detrimental outcomes for Black people of African and Caribbean descent wherever they may be located.

Our work covers all life stages – children and young people, working age adults and older adults. Our guiding principle is to centre the lived experiences of Black communities in all that we do, and our strategic priorities are to embed race equity in systems change and to decolonise the evidence landscape.

Purpose of the role

We are looking for a creative Communications Manager to take on a key, new role in our rapidly growing organisation. As Communications Manager, you will lead all aspects of our communications and marketing activity with key stakeholders and with the general public. Central to this will be developing and implementing a new organisational Communications Strategy which will increase our profile as an organisation, maximise our reach and impact, and raise awareness of the vision, mission and aims of Black Thrive Global.

Working closely with the Directors and staff team, you will create a compelling, coherent and consistent narrative that joins up all our communication channels, key messaging around core projects, and plan strategically for key dates in relevant industries. To do this, you will work with staff across our organisation and with the communities we represent to increase our engagement with the general public and key stakeholders. Our communications will be both reactive and proactive and the post holder will provide quick responses to emerging media stories.

Duties and responsibilities

1. Oversee Black Thrive's communication activity, co-ordinating that activity and planning for all communications channels, including website, social media and external newsletters. This role includes marketing Black Thrive to different audiences to raise the profile of the organisation in support of its strategic aims.
2. Implement effective external communications strategy to develop a consistent and coherent narrative for Black Thrive; amplify and support the work of the organisation among the general public, potential strategic partners (including but not exclusive to academics, community partners and local decision-making bodies); and provide clear goals around communication and brand awareness.
3. Evaluate and monitor communications activity – developing KPI's in line with our Communications Strategy, and ensuring the information is used to build on success and to develop strategy and outputs.
4. Lead on the management and delivery of the communications calendar.
5. Work with the Black Thrive staff team (and with external agencies as appropriate) to develop and maintain website content.
6. Implement a social media strategy that is integrated with wider team projects and ensure consistent messaging is shared across all platforms.
7. Work with the Directors and staff team to support proactive and reactive media relations and social media output.
8. Provide oversight of publications and materials, ensuring brand guidelines are followed.
9. Produce engaging content for internal and external blog posts, newsletters and other forms of media to be shared across all platforms.
10. Provide in-house design for publications and promotional materials as required.
11. Produce regular e-newsletters.
12. Oversee the work of freelancers and volunteers as required.
13. Manage the communications budget.
14. Act as a brand guardian and champion: Developing core messaging guidelines to include organisational style guide, tone of voice, etc. and advising others to ensure that all content and messaging is on brand.
15. Spend up to 10% of time supporting corporate business, such as strategy and administration.
16. Occasionally work at weekends and in the evenings when required.

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

PERSON SPECIFICATION

Communications Manager

* Indicates desirable criteria which candidates can be supported to meet if other criteria are met. The expectation is that within a period of time the post holder meets all criteria and this will be linked to their progression within the salary range.

Experience		*
1.	Experience of raising organisational profile through developing and delivering creative, engaging social media and digital communications.	
2.	Experience of working in a creative communications role with autonomy.	
3.	Experience of brand development and communications strategy design and implementation.	
4.	Experience of managing a WordPress website CMS, including Search Engine Optimisation (SEO), site navigation, Gutenberg page structuring, [and content updates with basic HTML knowledge *].	
5.	Experience in copywriting, editing, and proofreading.	
6.	Experience of Videography, photography and editing.	*
Ability, skills, knowledge		
7.	Commitment to equality for all people as well as good knowledge and understanding of the experiences of Black people of African and Caribbean descent and a strong drive to address the factors which negatively impact upon their health and wellbeing.	
8.	Excellent writing skills and ability to consistently create content that is clear and engaging.	
9.	High level of digital competence and creativity to support strategic goals	
10.	Ability to work at speed through ambiguity and uncertainty and remain calm under pressure	
11.	Possess excellent interpersonal skills and can communicate effectively with a variety of people at all levels.	
12.	Ability to work across teams and build relationships with stakeholders	
13.	Ability to manage budgets and report on spend when appropriate	
14.	Demonstrable competence in Microsoft Word, Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.	

A basic Disclosure and Barring Service (DBS) check will be required but we will treat applicants who have a criminal record fairly and will not unreasonably discriminate because of a conviction or other information revealed.