

Job Description

Job title	External Communications Manager
Location	Sheffield
Hours	Full time, Permanent
Reports to	Head of Marketing and Communications
Staff responsible For	Staff management may be a part of this role going forward and is therefore included in the job description
Date	December 2018
Salary	£27,000 - £37,000 depending on experience
Benefits	<ul style="list-style-type: none"> • All employees with contracts of six months or more are invited to be a Member of the Good Things Foundation Staff Owned Mutual. This gives you voting rights for Staff Board Directors and at the AGM (Annual General Meeting) • 30 days holiday per year • 10% Employer contribution to a personal stakeholder pension scheme (when you contribute 5%) • Up to £500 contribution for work related training (or £200 for personal development and £300 for work related training)

Job Purpose

Good Things Foundation is a social change charity. We're growing both in impact and in scale in the UK and globally, and we need an experienced communications professional to join our team.

We're ambitious about the impact we can have- and we're looking for someone who shares this ambition, and who can bring their ideas and experience to help us reach our goals.

Our vision is for a world where everyone can benefit from digital. To achieve this, we need someone who can help us influence at all levels - including government stakeholders and media. We're looking for someone who can help us tell the story of the impact we're having in communities, helping socially excluded people to be healthier, happier and better off through digital.

You'll write compelling copy, and have an eye for a story, as well as helping us to effectively reach our audiences through different communications channels. You'll be part of an expert marketing and communications team, and will work with passionate and committed colleagues across the organisation. You'll help us to tell the stories from the Online Centres Network - our 5,000-strong network of grassroots organisations who are making change happen through digital.

You will have significant experience of building and maintaining organisational reputation, an interest in government policy, and an understanding of how

organisations can successfully communicate with a range of stakeholders. You'll also have a strong track record of securing media coverage.

In return, you'll find a challenging and rewarding role, where you'll be making a real difference to the lives of people who are being left behind. You'll have an opportunity to work with a range of high profile partners, including government departments, and corporate partners including Google, Lloyds Banking Group and BT. You'll be able to share and develop creative ideas, and shape the way we communicate.

Most importantly, you'll share our vision for combating digital and social exclusion, and will play a key role in helping us to do so.

Key Objectives and Accountabilities

External communications

- Develop and deliver the external communications strategy for the organisation
- Manage the organisation's external communications activity including media relations, blogs, and stakeholder communications
- Manage the organisation's reputation with stakeholders, including MPs
- Lead on the collection and development of powerful case studies to raise the organisation's profile and demonstrate our impact
- Bring new ideas to help us share our stories and that of our network

Strategy

- Work with the Head of Marketing and Communications to create and manage a cross-organisational, integrated marketing and communications strategy

Event management

- Lead on the delivery of events, including Good Things Foundation's annual conference, and other events, including roundtables and seminars
- Identify opportunities for Good Things Foundation to raise our profile through conferences and events

Project marketing and communications

- Work with our expert delivery teams who are running a range of projects in communities to support digitally and socially excluded people. You'll work with them to develop and deliver plans that will maximise the impact of this activity
- Provide writing and editing support across the organisation, ensuring our tone of voice is consistent, and finding creative opportunities to tell our story.
- Act as a communications champion, giving advice and supporting teams across the organisation.

Person Specification

<p>Experience</p>	<ul style="list-style-type: none"> ● Experience of developing and implementing successful external and stakeholder communications plans ● Experience of delivering communications plans and activity ● Proven experience of delivering and managing successful events ● Experience of securing media coverage for organisations ● Significant experience in a management role ● Experience of commissioning and working with agencies.
<p>Knowledge and skills</p>	<ul style="list-style-type: none"> ● Excellent written and verbal communication skills ● Ability to effectively work under tight deadlines and manage projects independently ● Resourcefulness in solving problems ● Excellent people skills and an upbeat and enthusiastic attitude ● Proactive with strong organisational skills, project management and a keen attention to detail ● Strong work ethic ● Ability to work with flexible staff

	<p>teams to meet objectives</p> <ul style="list-style-type: none"> • Ability to lead successful work streams or projects • Ability to devise and control realistic budgets and keep track of income and expenditure delegated to you and your team
Good Things Foundation Behaviours	<ul style="list-style-type: none"> • We are collaborative • We are positive • We are creative • We are people focussed • We are inquisitive
Education and Qualifications	<ul style="list-style-type: none"> • Degree/NVQ Level 5 or Equivalent Experience • Marketing or communications qualification (desirable)

Good Things Foundation is a social change organisation with a mission to ensure that everyone benefits from digital. We live the change we are seeking to achieve and encourage applications from diverse backgrounds. We operate a policy of providing equal opportunities in all aspects of work including recruitment, training, and promotion, whatever the colour, race, religion, belief, ethnic or national origin, gender, sexual orientation, marital status, age or disability of an employee, having regard to the individual's aptitudes and abilities and requirements for the job. Good Things Foundation is opposed to all forms of unlawful and unfair discrimination.