

# Communications and Impact Manager

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| <b>Job title</b>  | Communications and Impact Manager            |
| <b>Reports to</b> | Chief Executive                              |
| <b>Salary</b>     | £38,110 pro rata                             |
| <b>Contract</b>   | Permanent                                    |
| <b>Hours</b>      | 30 hours, 4 days a week (Monday to Thursday) |
| <b>Holiday</b>    | 20 days plus Bank Holidays                   |
| <b>Location</b>   | Home working, with some travel               |
| <b>Benefits</b>   | Pension - 5% employer contribution           |

Employee assist programme – including 24/7 counselling, health support and legal helpline.

A range of discounts on retail, entertainment, travel and wellbeing discounts.

## We're looking for a:

**Brilliant storyteller** with confidence in their digital marketing, copywriting and PR skills.

**Changemaker** who is excited about embedding and championing our new brand.

**Motivated communicator** who will improve engagement with our stakeholders.

**Creative leader** who enjoys a proactive and responsive environment.

**Impact and evidence champion** to influence target audiences, raise awareness and garner support.

**Values-led collaborator** who will build strong relationships with our team, members and strategic partners.

## About the charity

Our focus is on creating libraries of tomorrow *with* children and young people today. We want all children and young people to feel at home at the library, to be understood, empowered and inspired. Our collaborative network is made up of member, partners and supporters. We believe in the need for safe spaces and real-life connections to support the demands of modern life. Together, we're creating change, and you can be a part of it.

Our charity is going through a rebirth, with a new name, strategy and brand identity launching this autumn. This is a pivotal time for a passionate, skilled communicator to

join our team. We're looking for someone to bring the energy and expertise to take us into this new chapter and to new heights, maximising impact and reach.

Our values are progressive, collaborative, kind, aspirational and inclusive. Our application process is open to everyone and anyone with the experience we're looking for. We have a diverse board of trustees, but we know our staff team is not as diverse as we need for the future, as we grow. We particularly welcome applications from people of all backgrounds, ethnicities, ages, gender identities, stages of life and those with hidden or visible disabilities.

## About the work

We have been working closely with freelance communications expertise. The Communication and Impact Manager is a new role for the charity. You will join a small and growing team, who are passionate about our mission and vision. You will also work closely with our members (senior children's library and schools library service leaders) and sector partners.

We are in the final stages of creating our strategy for the future. You'll be supporting us across all four pillars, with a particular focus on our Champion goals

**Activate** - Amplifying young voices with libraries locally, regionally and nationally.

**Develop** - Enabling library services with knowledge, expertise and inclusive practice.

**Energise** - Connecting our member network to harness opportunities and overcome challenges.

**Champion** - Raising awareness and making the case of children and young people's public library services and schools library services (SLS).

## Job Purpose

To act as the professional lead for the communications, impact, research and evidence for the charity.

The purpose of the role includes:

- To shape and deliver an agreed communications and marketing strategy to promote the charity's key programmes, events and evidence, and raise brand awareness, ensuring all activity relates to our organisational strategy.
- To oversee key messages and assets that serve as the foundation of our branding and marketing efforts, ensuring they are reflected in all written and spoken communications.
- To develop engaging and accessible content, deliver campaigns and manage channels to support professional, timely and trusted communications which motivate, inspire and inform key target audiences. This includes but is not limited to social media, newsletters, press releases and website.

- To lead our commissioned research and communicate evidence effectively.
- To create and manage highly effective communications to aid member retention, onboard new members and drive engagement.
- To ensure creative and flexible use of resources.

## **What you'll do**

### **Strategy and Profile**

- Stimulate new developments, cutting edge thinking and innovations across the sector which position our charity as a thought-leader in representing the voices of children and young people in the cultural sector.
- Support the Chief Executive to effectively position the charity strategically with government, partners and funders.
- Develop and implement comprehensive communications plans, strategies, and schedules.
- Identify and leverage opportunities to enhance stakeholder engagement and reach.
- Develop a strong case for investment and support the creation of compelling funding bids.
- Manage budget for marketing, communication and research activities, ensuring cost-effective delivery.
- Act as brand champion, maximising impact of our new brand; retaining and building reputation and profile.
- Lead the team in preparing lines of enquiry and agreeing clear positions on topical issues.
- Develop and maintain relationships with national press, seeking to grow our profile and generate compelling news stories.

### **Evidence and Impact**

- Ensure we are using data effectively to segment and improve our reach and engagement.
- Lead our research commissions, developing specifications, recruiting and managing research partners.
- Design and implement mechanisms and processes to measure the impact of our programmes and initiatives.
- Work with the Chief Executive, Programme Manager and any external consultants to develop an impact evaluation framework.
- Maximise use of existing and new research to evidence the impact of library services for children and young people's and schools library services to raise awareness and garner support and investment.
- Support the Chief Executive in our alliance building with partners, aligning key messaging and shared narratives to ensure children and young people are represented in national influencing and policy about libraries.
- Lead the development of our evidence dashboards, ensuring we gather and utilise data ethically and impactfully. Gather, monitor, analyse and present

insight data to inform future delivery priorities, strategic decision-making and organisational effectiveness.

### **Content Creation and Storytelling**

- Liaise with our members, partners and Youth Engagement Network/young people co-creators to develop engaging content and share compelling stories that highlight libraries and our work to target audiences.
- Plan and produce all written materials, including press releases, website copy, case studies, event listings, and newsletters.
- Oversee the development of digital platforms, including website and socials; ensuring engaging content to engage stakeholders and grow awareness and reach of our work.
- Work closely with the Programme Manager to oversee and deliver relevant communications regarding programmes, training and events.
- Appoint, brief, and manage external agencies such as printers, graphic designers and photographers to support effective delivery.
- Support the team with their visual asset needs, including newsletters, reports, training and other promotional materials.
- Prepare and plan news stories to engage national press and develop considered responses to press enquiries in collaboration with the Chief Executive that positively represent the charity.

### **General**

- Establish and cultivate strong and effective working relationships with members of the team, partners, stakeholders and funders to contribute to the charity's objectives.
- Regularly report on progress, through identified KPIs and organisational targets.
- Ensure personal data is collected and handled in line with GDPR.
- Keep abreast of local, national and international developments relating to children and young people, schools library services and public libraries as well as keeping up-to-date with developments in local authorities and relevant policy areas, including health and wellbeing, education and digital services.
- Represent and advocate for the charity in a positive manner.
- Ensure Equity, Diversity, Inclusion and belonging is considered in all elements of work.

## **What you'll bring to the role**

### **Essential**

- Four years + experience in communications strategy, tools and techniques to increase the visibility, profile, and reputation of an organisation.

- Four years + experience in developing and managing successful campaigns through diverse communication.
- Proven track record in social media management, online publications and e-newsletters.
- Ability to oversee website development using Wordpress and Yoast SEO.
- Excellent copywriting skills with a creative, persuasive and concise style that adapts to the context.
- Experience of building positive PR relationships.
- Able to work on own initiative, prioritise work and collaborate within a wider team positively.
- Strong interpersonal and communication skills.
- Excellent listening skills with the ability to hear and take into account diverse opinions.
- Experience of working with a range of people from diverse backgrounds and perspectives.
- Digital literate and technologically curious, with advanced experience of Microsoft Office, Mailchimp, Canva and Adobe.
- Attention to detail, accuracy, and clear presentation.
- Demonstrable ability to translate strategic priorities into communication outcomes.
- Experience managing and monitoring small to medium-sized budgets in line with policies and procedures.
- Understanding of equality and social inclusion issues.

### **Desirable**

- Understanding of the role of libraries within national and regional debates.
- Experience of the charity sector.
- Experience of supporting a membership organisation.
- Experience in working in collaboration with external agencies to deliver effective campaigns.
- Experience of commissioning research to evidence impact.
- Awareness of GDPR implications and requirements.
- Awareness and sensitivity to the political and cultural environment within the sector.

### **Personal Qualities**

- An empathetic person, able to understand a variety of viewpoints that are different to their own.
- Passionate about the future of libraries and centring the voices of children and young people in these settings.
- Someone who trusts others and inspires trust.
- Ambitious for our charity, the library sector and for children and young people.

- Strategic thinker who can also absorb and analyse detailed information.
- An entrepreneurial person with the ability to spot opportunities and develop them.
- Someone who asks for feedback and is able to accept and act on it to improve their own performance.
- Understanding of inclusion and its importance within a diverse society.
- Commitment to own continued professional development.