

## **Job Description – Communications Manager**

Job title:	Communications Manager
Reports to:	Chief Executive
Management:	Day to day management of Communities Officer, Communications Officer
Hours:	Full-time, 36 hours per week, opportunity for flexible working
Salary:	£29,577 to £35,745 subject to experience
Contract:	Permanent
Leave:	25 days per annum plus bank holidays
Pension:	5% employer contribution

Training opportunities will be provided and tailored to the needs of the successful candidate.

### **About Jimmy's Cambridge**

Jimmy's Cambridge is one of Cambridge's leading providers of support and accommodation to people who are and have been experiencing homelessness. We help people get off the streets and into their own home, backed up with all the support we can offer from our talented and committed team of staff, volunteers and partners.

Our success in delivering our services is underpinned by the support we receive from individuals, organisations, our volunteers, our funders and our partners, all of whom are fundamental to our work. In addition to maintaining a sustainable set of existing services, we also have ambitious plans to increase our services and impact, ensuring we can support as many people as possible who are and have been experiencing homelessness.

### **Purpose of the Role**

This exciting new role is an exceptional opportunity to build, shape and deliver Jimmy's communications offer, in order to help meet our ambitious aims. Reporting directly to the Chief Executive, you will use your passion, experience, and expertise to implement a new communications strategy. This will maximise engagement with a wide variety of internal and external stakeholders – supporting us to develop greater community links – and supporting fundraising efforts to run transformative services and projects.

As a community organisation, maximising engagement and communication with our local community is critical to our success. Whilst the role would suit a communications professional, fundraising experience in helping organisations to increase and diversify income streams, steward existing supporters and identify and securing new funding opportunities would be a bonus.

A key part of the role will also be to ensure the impact of our work is clearly

communicated to a range of audiences, allowing key stakeholders to fully appreciate the difference we make to our local community. Day to day coordination and management of communications activity is also a key part of the role.

## **Key Responsibilities**

- Lead on the development and delivery of all communications activity (including social media) – maximising engagement with our local communities and networks.
- Develop new, creative, and compelling stories about the organisation which can be used for a range of communications activity.
- Support fundraising by developing compelling written material and multimedia content.
- Build relationships with key stakeholders such as local corporates and individuals on behalf of Jimmy's – working with the Chief Executive – and engaging with local business networks and similar groups.
- Ensure all current stakeholders and supporters are properly stewarded and communicated with, providing them with relevant information about the impact of their existing support and maximising opportunities for further support.
- Review and oversee Jimmy's community engagement and communications work.
- Provide day to day management of a small team (currently two staff) of community and communications staff, volunteers, and, where required, manage any external/freelance resource Jimmy's may require for its fundraising and external communications work.
- Build support from volunteers, ensuring they feel valued, informed, and engaged with the work of Jimmy's.
- Be responsible for the departmental budget, including the effective management of departmental finances and always ensuring best value for money.
- Oversee the implementation of a new fundraising and communications database and manage it on a day-to-day basis. This may include managing external IT contractors.
- Ensure Jimmy's complies with all regulations and best practices in relation to charity fundraising and communications
- Contribute to the delivery of Jimmy's mission and champion its core values.

This list of responsibilities is neither exclusive nor exhaustive as the post holder may be required to undertake other duties and responsibilities commensurate with the nature of this role.

## **Person Specification**

- A proven track record of successfully communicating and advocating on behalf of an organisation – either commercial or charitable.
- Demonstrable experience of customer engagement and in developing and delivering communications campaigns. Fundraising experience a bonus.
- Great interpersonal skills and the ability to communicate confidently and create meaningful relationships with senior colleagues, stakeholders, partners, and current/potential donors.
- Excellent research and analytical skills and the ability to craft compelling stories – both written and multimedia.
- Strong people management skills, including successfully supporting and coaching staff.
- Proven ability to manage budgets and obtain best value for an organisation.
- A proactive and delivery-focussed approach to your work.
- Ability to manage multiple, competing demands while also being flexible and adapting to the changing needs and priorities of Jimmy's.

Whilst the role would suit a commercial communications professional, experience of working or volunteering in a charity or the charity sector would be beneficial.

## **Working Hours**

While this role will work predominantly daytime Monday to Friday, the post-holder will be required to work in a way that suits the needs of the service and the organisation. The post-holder will be expected to manage their own time and hours, in agreement with the Chief Executive Officer.

The location of this post is flexible, with the opportunity to mix working from our locations in central Cambridge and from home.

## **Jimmy's Core Values**

1. Confidentiality
2. Honesty
3. Inclusion
4. Professionalism
5. Passion for the work we do
6. Empathy
7. Respect