

SENIOR COMMUNICATIONS MANAGER

Post:	Senior Communications Lead
Hours:	Part-time - 14hrs per week, initially for 1 year, continuation subject to funding.
Base:	Young Barnet Foundation,
Remuneration:	up to £35,000 pro-rata (depending on experience)
Accountable to:	Young Barnet Foundation COO
Line management:	Potential Staff and volunteers

BACKGROUND INFORMATION - About Young Barnet Foundation

Young Barnet Foundation (YBF) is made up of a diverse membership of over 170 charities, community organisations and social enterprises that deliver positive, enriching and wellbeing activities to children and young people across the borough of Barnet. Our vision is for young people to grow up healthy, safe, and happy with the best opportunities to secure brighter futures.

Our small team works collaboratively, tactically, and strategically to support and build capacity within and beyond our membership, under the ethos of **Generous Leadership**: -

- we support members with advice, information and sharing best practice, offer networking opportunities, assistance with fundraising and foster partnership building.
- we work with local authority and strategic partners to encourage sharing of intelligence, ideas, and resources.
- We are also proud partners of Barnet Together.

About Barnet Together

In order to best support the local voluntary sector, Young Barnet Foundation work in collaboration with two other local organisations, Inclusion Barnet and Volunteering Barnet, under the banner of Barnet Together. <https://barnettogether.org.uk/>. Together we use our collective knowledge and staff skills to best serve the community.

About the role

Having previously employed communications officers, it is felt the time is right to employ an experienced communications manager in this new and exciting role to ensure the ongoing development of Young Barnet Foundation's communications, ensuring we amplify the great work of the staff team, our membership and our partnerships.

We are looking for a passionate individual with proven experience in communications to lead the planning, coordination and delivery of communications which promote and support Young Barnet Foundation, its mission and vision and the great work of our members. Building on from our existing platforms, we seek someone to use your experience of cross-sector partnership working, relationship building and a passion to deliver for children and young people of Barnet. The role will require working closely with our CEO/SLT and the wider team.

Whilst this will include some content creation we are looking for someone to develop and manager a small team apprentices and/or volunteers to undertake this work.

Responsibilities:

Key Tasks and Responsibilities

- To lead the development and delivery of communications which promote and support both Young Barnet Foundation and the voluntary youth sector in Barnet.
- Work with the Senior Leadership team in the development of a new communications strategy /operational plan to support the main organisational objectives.
- Develop and drive forward engagement with our members in line with our strategy.
- To create/manage the creation of a broad range of effective copy and content across multiple media channels, including but not limited to social media platforms, websites, local newsletters and publications.
- To be innovative within a small organisation to use various media in cost effective and creative ways to best amplify and grow confidence in the organisation.
- Support the Fundraising manager in the design and execution of various fundraising campaigns.
- To produce clear reports evaluating activities undertaken for Senior Leadership team and Trustees.
- Support the development of an externally facing quarterly progress report on the work of Young Barnet Foundation
- To pro-actively develop an understanding of voluntary sector landscape locally and the impact our membership has on local organisations and residents.
- To develop strong working relationships with local stakeholders including voluntary sector organisations, partners, commissioners, and local residents.
- Represent Young Barnet Foundation, our members and Barnet Together in meetings with external partners and stakeholders.
- Manage Communication Officers/Apprentices, when funding allows, to support your role and meeting the key objectives.
- To support the Communications within our Barnet Together collaboration when necessary.

Candidate Profile:

Essential

- Working/worked in a senior PR or communications role.
- Proven track record of excellent written and verbal communications skills, with the ability to adapt and explain complex ideas to a variety of audiences.
- Ability to engage and communicate effectively to a range of audiences, using different mediums, with written good skills, including good public speaking skills.
- Good planning and scheduling skills
- Strong interpersonal and influencing skills – able to relate effectively and appropriately to a wide range of people and stakeholders and to build trusted relationships, re-enforce partnerships and encourage stakeholder collaboration.
- The ability to be self-motivated and driven to deliver strong communications.
- Ability to work flexibly, remain calm under pressure and the ability to think on your feet.
- Confident knowledge and use of IT including the main social media channels, simple design tools such as Canva or equivalent, as well as Microsoft packages.

Desirable

- Management of a team including apprentices and volunteers
- Knowledge of a membership organisations.
- Experienced/track record in working in and understanding the Voluntary and Community Sector, especially small local groups.
- A strong understanding of the challenges faced by young Londoners and an interest in helping children and young people fulfil their potential.
- Experience working with CRM systems, such as Salesforce.
- Experience of more advanced design packages such as photoshop and premiere
- The role may require site visits, so a driving licence is desirable but not essential.

Qualities and competencies

- Naturally driven/self-motivated/ Self-starter.
- The ability to work closely with others in a non-hierarchical setting.
- A desire to make a real difference through delivering excellent communications, to always strive for quality, excellence and continuous improvement.
- Passionate about the voluntary sector and its role in creating positive social change.
- Commitment to the ethos and values of Young Barnet Foundation.
- Commitment to equality and diversity and an understanding how to promote them in your/our work.
- Creating a range of impactful content across multiple forms of media, including social media channels such as Twitter, Instagram and Facebook.
- Producing accessible and compelling copy tailored for different audiences.
- Successful internal and external relationship building.
- Coordination of promotional events.
- Project management. Proven project coordination/management skills including ability to liaise with a complex range of stakeholders.
- Confident decision-maker, problem-solver and always solutions-focused.
- Adaptable, open to new ways of doing things.
- Able to manage their own time and prioritise a heavy workload.

This engagement is subject to

- Proof that you have the right to work in the UK.

**Please note that this post is subject to appointee undergoing an Enhanced DBS, in line with Young Barnet Foundations commitment to Safeguarding.
Young Barnet Foundation is an equal opportunity employer.**

To apply please send CV and covering letter to info@youngbarnetfoundation.org.uk prior to the closing date shown on the youngbarnetfoundation website.

The role will involve occasionally evening and early morning events so a flexible approach to working hours is required. In return Young Barnet Foundation offer a flexible approach to working hours, working closely with each staff member to suit their personal and professional needs. Eligible to work in the UK.