



We are recruiting for a Communications & Engagement Manager

MAKE YOUR MARK WITH people make it work

We are unbelievably fortunate to work with such a wide range of extraordinary clients who cultivate the outstanding creative work that shapes our society and the way we see the world. What we bring to our clients and those we collaborate with is a fantastic team of people delivering an eclectic range of fabulous, transformational initiatives.

As a company we live our values every day through our work and interactions with one another, including:

- Delivering extraordinary results
- Challenging with meticulous rigour
- Bringing warmth, humour and humility
- Being awesome people
- Ensuring safety, inclusion and diversity for all
- Creating deep involvement
- Commitment to an unstoppable momentum
- Going over and above to achieve Customer Love

WHAT DO WE NEED?

We are looking to appoint a Communications & Engagement Manager who has the skills and ability to take our organisation to the next level through enhancing the **people make it work** brand.

This is a wonderful opportunity for an experienced communications and engagement professional to join **people make it work** at a time of significant development and challenge for the cultural sector. We are looking for an individual who brings highly developed written and oral communication skills. You will have excellent copywriting skills and a keen eye for detail. This role requires someone that is comfortable working in a very small, fast paced organisation, so, you must be a self-starter, able to use your initiative to get tasks completed

in good time and to a really high standard and be a brilliant communicator and collaborator with internal and external stakeholders. Of equal importance to us is finding people who share our mission to be awesome, transformational, deliver exceptional service and ensure inclusivity for all.

We are clear that to do this with vision and confidence we must have a greater diversity of voices, and so we are particularly keen to hear from candidates from backgrounds currently under-represented in our leadership and governance (Black, Asian and other ethnically diverse candidates and those who identify as D/deaf or disabled).

If you think you would enjoy the challenge of helping us and share our ambitions to create an inclusive, diverse, sustainable organisation, we would be delighted to hear from you.

THE ROLE SPECIFICATION – WHAT WE NEED YOU TO BE

Working with the Head of Development & Engagement to deliver the company's overall approach to strategic and operational communications and marketing; elevating the knowledge story of the company and key programmes.

Shape company and programme positioning, profile and activity in line with wider audience development and brand strategy.

Reporting to: Director

Key Responsibilities:

Manager Level – people make it work

- Manage and model a unified organisational culture built on foundational principles of empathy, diversity, inclusivity and sustainability;
- Working with a member of the Leadership team to manage budgets, as appropriate;
- Ensure systems and processes are collaborative;
- Capture and share knowledge across the wider team;

Communications:

- Responsible for the day to day management of the **people** make it work brand, developing and ensuring consistency of tone of voice, brand personality, championing brand values across the organisation;
- Role model and drive a culture of positive communications and engagement across the company;
- Manage strategic communications campaigns and content creation, external profile and messaging across all programmes;
- Lead on all aspects of communications and marketing activity for the company;

- Work closely with Programme Directors on developing marketing content for their programmes;
- Overseeing the day to day running of the company website and communications platforms managing internal and external stakeholder relationships in the development of content and messaging;
- Manage redesign of the **people** make it work website;
- Public relations management;
- Plan, develop, implement and evaluate the impact of high standard and engaging communications;
- Amplify the stories of the company and programmes to generate original content for our audiences;
- Promote and maximise the profile of the company and programmes to ensure our stakeholders are engaged with and understand our work and key messages;
- Attend team and programme meetings as appropriate to present information, advise on communication needs, and encourage discussion and into the development of content;
- Ensure that in communications the company always takes account of the diverse needs of audiences;

Engagement:

- Develop, implement and review stakeholder engagement activities;
- Design and manage delivery of key targeted social media / digital campaigns aimed at increasing and building reach and engagement online;
- Capture lived experiences of projects and programmes to develop compelling and relevant case studies;
- Use data insight and stakeholder consultation to shape plans and approaches;

Systems, Processes & Compliance:

- Working with Directors and other Managers, devise, maintain, review & update team project management and internal communications systems & processes to ensure the organisation is effective and efficient;
- Research and develop an effective CRM system for the company;
- Produce management information and reports to demonstrate the impact of communication approaches;
- Work with the Operational lead in the company to ensure all marketing and engagement activity is compliant with GDPR legislation;

WHAT YOU WILL BRING TO THE ROLE:

- Experience of working in a similar role;
- A confident communicator, able to engage a range of internal and external stakeholders using multiple media channels;
- Excellent media content writing skills;

- Demonstrable knowledge of how to use multiple communication platforms to maximum effect;
- The ability to inspire with your ideas using a creative approach to the **people** make it work offering and brand;
- A creative and credible story-teller with experience of a professional communications framework;
- Preferably, experience of establishing a CRM system;

TERMS & CONDITIONS

Salary: £35,000 - £40,000 (Depending on experience)

Contracted Hours: 24 hours a week

Location: You will work from home with an expectation you will travel to our offices when mutually agreed.

Annual leave: 28 days, including public and bank holidays (pro-rata for part-time staff)

Additional Benefits: All employees can access our professional wellbeing package, including access to Coaching, Psychotherapy and Holistic Support.

We also offer a scheme that enables employees to purchase up to 2 additional weeks annual leave per year (pro rata).

Pension: We offer a defined contribution pension scheme with NEST and encourage employees to take up an option to invest in the Ethical Fund. Monthly contributions are deducted from your salary you can contribute a minimum of 5% - more if you choose to – and we contribute 3%.

INTERESTED?

If you are interested in applying for this role, please submit your CV and a covering letter telling us what you might bring to **people** make it work, what motivates you, why you think championing the values and aims of our organisation is an exciting prospect and any personal qualities, passions and ideas that you would bring as the Communications and Engagement Manager.

So, write us a letter (no longer than two sides of A4), a 4-minute video or voice memo – whatever you are comfortable with. Or, if you have any other access requirements in order to apply, please contact Sandeep Mahal s.mahal@peoplemakeitwork.com

If you want to know more about us check out our website www.peoplemakeitwork.com or Twitter feed <https://mobile.twitter.com/culturepeopleuk> check out this blog about our founder and company <https://www.thenormityofnow.co.uk/blog/people-make-it-work-richard-watts> and this article about our work with Arts Professional <https://www.artsprofessional.co.uk/magazine/people-make-it-work>

Please send your application to Sandeep Mahal s.mahal@peoplemakeitwork.com by 12pm on the 4th April, 2022.

Interviews will be held on 19th April and will be carried out virtually using online platforms. If you have any access requirements for interview, please do let Sandeep know.