

JOB DESCRIPTION

Job title: Communications Manager

Salary: Circa £27,000 actual annual salary, depending on experience (circa £45,000 FTE)

Working hours: 21 hours per week, worked over at least 3 days per week, at times to be agreed, normally weekdays

Location: Hybrid – at least one day a week in the Central London office

Reports to: Head of Governance and Strategy

Works with: Charity Team, Head of Property, Senior Leadership Team (SLT)/Director

Job purpose

To lead the management and delivery of Greenwich Hospital's external communications. To be responsible for developing and delivering high quality communications to our target audiences, with a particular focus on attracting applications for grant funding and spreading the word about the difference we make in the lives of those we support. To improve awareness of Greenwich Hospital's work, creating and delivering a communications strategy and the necessary communications assets to project Greenwich Hospital as an effective funder, focused on the needs of those it exists to support.

Key responsibilities

- Develop and deliver the communications strategy for Greenwich Hospital (GH), ensuring the delivery aligns to our wider strategy, providing compelling content and value for money.
- Develop a compliant system to enable the effective collection, management and use of case studies, photos and video material from funded organisations and individuals in our external communications.
- Develop brand guidelines and tone of voice for all external communications and ensure they are used consistently.
- Develop and deliver a content calendar to guide the annual 'business as usual' communications content.
- Lead on the development and content management of our website.
- Produce the annual impact report.
- Develop and deliver an active but proportionate, non-controversial social media presence.
- Ensure all other necessary communications assets are in place and available.
- Develop links with the Royal Navy and Royal Marines communications teams, the Cobseo Communications Forums and with fellow Royal Navy and Royal Marines charities to raise awareness of Greenwich Hospital and our role as funder.
- Work with the Royal Hospital School's marketing team as needed and assist the Senior Leadership Team in reviewing and developing the communications strategy for Greenwich Market.
- Respond (with Senior Leadership Team) to any media coverage of GH and lead on any planned media engagement.

- Monitor and evaluate the effectiveness of GH’s external communications, making changes where necessary to improve effectiveness.

Person Specification

Knowledge, skills & experience	Essential (E)
Experience of developing and implementing impactful communications strategies across all channels	E
Excellent writing and drafting skills, including for social media, e-news, newsletters; the ability to tailor content to a variety of audiences	E
Production of professional published documents: experience of developing and delivering high quality content across a range of platforms and materials/experience of creating impact reports and producing flat plans	E
Strong copywriting and proofreading skills: ability to edit others’ work for publication	E
Social media – experience of tools, and in using them for corporate impact	E
Experiencing of developing and maintaining websites	E
Experience of collecting and managing case studies and imagery for use in external communications	E
Ability to work with/mobilise colleagues to produce material/deliver objectives	E
Comfortable using technology, including with regard to graphics	E
Project management skills	E
Attention to detail	E
	Desirable (D)
Knowledge and experience of web content management systems/Using effectively CRMs, CMSs and email platforms such as Mailchimp	D
Experience of operating successfully in communications roles in small to medium organisations	D
Understanding of/empathy with the work of the Royal Navy and/or the Armed Forces	D
Experience of the charity sector	D
Experience of working with senior management teams and consultants	D
Qualification in journalism, PR or marketing	D

This job description is not contractual and may be modified over time in negotiation with the postholder.

June 2023