

Communications Manager

Application Pack

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The Trust for Developing Communities

Registered Address: Community Base, 113 Queens Road, Brighton, BN1 3XG

Company Limited by Guarantee Registration Number: 3939332 | Registered Charity Number: 1106623

Tel: 01273 234 769 | Email: info@trustdevcom.org.uk | Web: www.trustdevcom.org.uk

Welcome Letter

Dear Candidate,

Thank you for your interest in taking on this exciting new role with the Trust for Developing Communities – TDC.

TDC tackles inequality in Brighton and Hove through community-led solutions. Our strength-based model of community development and youth work empowers people who experience poverty and exclusion. Each year we work with over 21,000 people and over 300 community groups to come together and take action.

This year has seen the launch of our new strategy – *The Inclusive City*, which sets the priorities and pathway for Brighton & Hove to become a more healthy, inclusive and thriving city and for TDC to become a more healthy, inclusive and thriving organisation.

Through recruiting this new role of **Communications Manager** will give the organisation it's first dedicated senior role overseeing all of TDC's external communications.

You will be an experienced communications professional who will relish the chance to implement our communications strategy, which sees us refocus our comms towards the communities we serve, and will involve rolling out our new branding and launching a new website.

I am sure that, for the right candidates, this role will offer a fulfilling working opportunity and the chance to make a significant difference to the people of Brighton and Hove, and beyond.

TDC is absolutely committed to achieving greater diversity within our staff team, and we welcome applications from all.

If you feel inspired by this opportunity, then we very much look forward to hearing from you.

Athol Hallé,
Chief Executive, The Trust for Developing Communities



About TDC

Since TDC's inception in the year 2000, our primary focus has been community development work directly within neighbourhoods experiencing deprivation in Brighton and Hove. We have gone on to develop a broad range of grassroots services supporting young people, excluded communities and older people.

The strong trusting relationships we have built up with communities and partners has enabled us to grow considerably in size and impact over the years. We now employ over 60 staff with a turnover of over £2 million. Despite our positive impact, there is much more work to be done to reduce the unacceptable health, social and economic inequalities that cast a shadow across our city.

Our Context Brighton and Hove is a uniquely creative and progressive City, which faces many challenges – there are areas where 43% of our children live in poverty and life expectancy is nine years shorter; whilst across the city we have the fourth highest level of suicide in the country and the second highest number of people sleeping on our streets. This is not ok.

Our Vision is for Brighton and Hove to become a healthy, inclusive and thriving city - free from inequality.

Our Mission is to deliver community-led solutions to tackle inequality.

Our Work

Neighbourhood. We deliver community development work in areas of the city facing high levels of deprivation. Focused on supporting community-led groups, including specialist work to support older people.

Youth Work. We run Youth Clubs for across the North and East of the city. We deliver a range of individual support offers to young people in schools, the children's hospital and the criminal justice system. We also lead the award winning citywide detached youth work programme *Brighton Streets*.

Equalities. We support excluded communities through a broad range of health & well-being and employability & learning projects. These include: cancer screening access, employability support, social prescribing; mental health support; training; community learning; and community-led research.

Our Values

- **Community.** *"Together we are stronger."* Community is at the heart of TDC. When we connect people, organisations and communities together, this builds strengths, improves well-being and reduces inequality.
- **Empowerment.** *"Building community brings social justice."* The most effective way to tackle inequality is to support people experiencing poverty and exclusion to develop skills, knowledge and strengths, to come together and take action.
- **Inclusion.** *"There is no 'them and us' only us."* We are enriched by the diversity within our communities. We recognise that discrimination exists, and we fight against it. When we proactively support people to participate, including the most excluded and vulnerable - everyone gains.
- **Equality.** *"None of us can truly thrive whilst some of us are in poverty."* Everyone is valuable, everyone is needed. Tackling economic, social and health inequalities enables everyone to play their full part - which benefits us all.

Communications Manager - Job Description

Overview

Job Title: Communications Manager

Hours: 14 hours per week

Contract: Initial 12 months Fixed Term with extension subject to funding

Salary Scale: £33k - £38k pro-rata + 6% pension.

Holiday: 25 days a year, plus an extra 3 days at Christmas, and all Bank Holidays. Pro-rata.

Employee Benefits: Flexible working. Employee Assistance Programme. Cycle to Work Scheme

Location: TDC office - Community Base, BN1. With flexible home working as agreed.

Responsible for: Communications Officer

Reporting to: Senior Operations Manager

Objective

To oversee TDC's external communications including the implementation of a new communications strategy; the roll out of a new website and branding; and leading on project campaigns.

Principal Responsibilities

- 1. Communications Oversight.** Implement the communications strategy which includes a refocus of communications towards the communities we serve; the development and implementation of brand and style guidelines to ensure consistency and use of appropriate language, imagery and tone of voice; and to raise the profile and reputation of TDC.
- 2. Campaigns.** Lead the campaigning elements of TDC's work, such as our work on cancer awareness and early diagnosis. Build on community insight to co-design, develop and implement campaign strategies that galvanise communities across Brighton and Hove to work together to reduce inequality, reaching the right people in the right way, at the right time, to effect behaviour change and system change. This includes the creation and implementation of social media campaigns.
- 3. Website and Content creation.** Work in collaboration with Communications Officer: to put final touches to new website, and ensure ongoing content updates; to produce key external reports and communications, including overseeing production of content for a new annual impact report; and to create compelling digital and paper-based content comprising of written copy, images, videos, animations and other media.
- 4. Media Relations.** Develop and implement a media policy to ensure we build and maintain relationships with local and national press and help to build links between media and the communities we serve. Support and train staff to develop skills around communicating with media, including preparing key messages.

5. **Stakeholder Relations.** Develop a strategy to build TDC's reputation with key stakeholders. Establish clear and robust protocols around reputational risk and develop a policy for crisis communications.
6. **Digital Tools.** Utilise digital marketing tools, such as targeted Facebook advertising to further TDC's communications goals; and contribute to the organisation's emerging digital strategy, ensuring new systems will effectively support communications aims.
7. **Project Management and Delivery.** Taking oversight to deliver impactful projects – ensuring they successfully meet delivery targets and outcomes; within time and budget; operate within TDC's policies and procedures and exemplify TDC's community development values. This includes building new mechanisms to measure the impact of our communications and campaigns work.

General

8. **Knowledge Sharing.** Stay up to date on developments in the areas relevant to your work – such as evolving good practice, funding opportunities etc. Sharing this knowledge, along with updates on the successes and challenges of your work with the wider organisation.
 9. **Coordination.** Work closely with colleagues to ensure your work combines effectively with TDC's delivery across each department.
 10. **Ambassador.** Promote TDC's work appropriately. Ensure that team members understand the organisation's goals and how they are contributing to them.
 11. **Equal Opportunities.** To implement and promote TDC's Equality and Diversity Policy. A positive attitude towards equal opportunities and anti-discrimination practice should permeate all aspects of our work.
 12. **General.** To undertake all other reasonable tasks as requested by your Line Manager.
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Communications Manager - Person Specification

Essential skills, experience and qualities

1. **Experience.** Minimum of three years' working experience in a communications role in a charity or similar enterprise.
 2. **Strategy.** Experience of developing and implementing a communications strategy.
 3. **Communications.** Excellent written and oral communication skills, with an ability to produce clear, engaging and accessible content tailored to different social media platforms. Meticulous attention to detail.
 4. **Campaigns.** Experience of planning and delivering measurably successful campaigns.
 5. **Social Media.** Excellent knowledge of and ability to use social media platforms.
 6. **IT.** High degree of IT literacy, including proficiency in using all Microsoft Office applications.
 7. **Organisation.** Excellent organisational skills, with the ability to plan and prioritise workload to accommodate urgent tasks.
 8. **Interpersonal skills.** An ability to build effective working relationships with a range of colleagues and stakeholders, and a positive manner.
 9. **People Management.** Capacity to lead staff in an effective and person-centred way.
 10. **Values.** To demonstrate a commitment to TDC's community development values.
 11. **Teamwork.** Ability to work as a member of a team with a positive, lively, enthusiastic and flexible approach to the work.
 12. **Equal Opportunities.** A commitment to equal opportunities practice.
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Application Process

To Apply:

Please email a CV, an Equal Opportunities Form and a Supporting Statement to TDC on info@trustdevcom.org.uk, stating the role you are applying for.

Supporting Statement. This should explain why you are interested in this role with TDC and detail the skills and experience you feel you would bring. The statement should relate directly to the Job Description and Person Specification (max 2 sides).

References. Please provide details of two referees. References will only be taken up if a job offer is made and only with prior permission.

Closing Date: The closing date for applications is **Thursday 4th January 2024** at 10.00am. We will aim to notify candidates if you have been shortlisted for interview by 5.00pm on Friday 5th December 2024.

Interviews:

The interview day is set for **Friday 12th January 2024**.

The interviews will be held at the TDC Office - Community Base, 113 Queens Road, Brighton, BN1 3XG.

If you would like to discuss this role, please contact:

Athol Hallé, TDC's Chief Executive on atholhalle@trustdevcom.org.uk or 01273 234 769.

TDC is committed to achieving greater diversity in its Staff Team and welcomes applications from people any sex, gender, race, age, sexuality, belief or disability.

Thank you for considering applying.

Good luck!

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For more information please contact:

Jo Winyard jowinyard@trustdevcom.org.uk



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