



Retina UK Job Description

Job Title: Communications Manager

Department: Development

Accountable to: Head of Development

Direct reports: None

Hours: Full time, 35 per week (some out of hours working will be required)

Salary: £30,000 (negotiable for the right candidate)

Location: Office based in Buckingham, flexible working available. However, it is a requirement of employment that the post-holder be prepared to work at any additional or different location as may be necessary.

Main purpose of the role:

Responsible for raising the profile of Retina UK by leading on, developing and delivering all aspects of the charity's communications plans and activities including brand and reputation management, PR, the website, social media, print publications and content marketing.

Main duties and responsibilities:

1 General

- Develop a communications strategy
- Plan and produce compelling accessible content in a range of formats including infographics, film, blogs etc.
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Act as a 'brand guardian' ensuring consistency across all internal and external communications
- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk

- Act as communications advisor to the Chief Executive, Chairman and Board of Trustees

2 Publications

- Lead on copywriting and production of marketing materials and key publications including Annual Review and impact report
- Design, copywrite and distribute regular e-bulletins to promote publications, programme activities, events and other key information
- Oversee the management of a case study database

3 Website

- Develop and manage the website including generating content, making improvements to functionality, maximising its potential and monitoring its performance
- Manage the relationship with our digital agency

4 Digital media

- Manage and expand social media presence, sourcing and sharing newsworthy information from across the charity
- Create a content plan for social media channels
- Lead on creation of film and audio content

5 Publicity and media

- Increase the organisation's profile across media, and with influencers and organisations
- Act as a spokesperson when necessary
- Develop relationships with target media representatives
- Write press releases, articles and policy statements
- Respond to requests from the press for comments

6 Internal communications

- Provide training to staff on branding where necessary and ensure staff are well briefed on key communications issues
- Analyse all aspects of communications on a quarterly basis and prepare a report for the Head of Development

- Provide a communications 'toolkit' to support staff to include brand guidelines, key messages, house style guidelines.

7 Staff and supplier management

- Manage any communications volunteers and interns
- Manage relationships with suppliers of services essential to communication work eg designers, printers, photographers.

8 Finances

- Prepare and monitor the communications budget

Other responsibilities

- Keep up to date on best practice within the sight loss and charity sector generally and particularly changes to communications innovation, legislation and codes of practice
- To promote the work of the charity to others within the sight loss sector including national organisation and local sight loss charities.
- To produce and present regular reports and updates on progress to the Head of Development, CEO and Board of Trustees.
- To complete other reasonable related tasks requested by the Head of Development or CEO.

Person specification:

Experience

Excellent written and verbal communication skills	E
Creating content for a range of audiences and channels (print and digital)	E
Creating press releases and liaising with the media	E
Managing social media channels	E
Website content management	E
Briefing and liaising with suppliers – eg designers, printers, photographers	E

Writing annual reports and impact reports	E
Brand management	E
Writing a communications strategy	D

Qualifications/knowledge

Educated to degree level or equivalent marketing/comms qualification	E
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Planning and analysis

Able to generate clear reports and recommendations	E
Excellent IT skills (preferably Microsoft Word and Excel and PowerPoint)	D
Experience of using a database	D
Experience of producing communications/marketing plans/campaigns	D

Finance and Administration

Experience of setting and managing budgets	D
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Personal Qualities

Confident and able to interact effectively and empathetically with people at all levels, including those with a visual impairment	E
Self-motivated and able to plan and manage a high workload	E
Able to handle pressure and work to deadlines	E
Flexible team player	E
Excellent attention to detail	E

Commitment

Empathy with Retina UK's aims and objectives	E
To live Retina UK's values	E
Access to a car with full driving licence	D
Able to work in the evenings and weekends when necessary	E

