

**Job description & person specification:**

**Communications and Media Manager**

**Background:**

Inclusion London is a leading disability equality organisation run by and for Deaf and Disabled people. We have built a national reputation for effective policy and campaign work and for providing innovative business and organisational support to local Deaf and Disabled people’s organisations (DDPOs) in London. Our mission is nothing less than full equality and inclusion for Deaf and Disabled people with our communities leading the change we need to see.

We are seeking to recruit a talented, experienced and versatile manager to join our effective team and lead our communications & media work.

We are committed to equality, diversity and reflecting the communities we serve. Deaf and Disabled people who meet the person specification will be guaranteed an interview and we particularly welcome applications from Deaf or Disabled people from Black, Asian and minority ethnic communities.

**Job purpose:**

To lead Inclusion London’s (IL) communications & media work ensuring effective, accessible and compelling communications that support our important work and build our profile and reputation.

**Key tasks:**

Workingclosely with IL’s Senior Management Team (SMT) the post holder will:

* Develop, support and deliver a communications strategy that ensures effective, accessible, engaging and compelling communications across different platforms and media.
* Develop IL’s on-line and social media profile.
* Manage and develop IL’s website.
* Lead on creating, writing, editing, coordinating, publishing and distributing content/copy across all our communication platforms including website, social media, and printed and online information, publicity and resources.
* Develop and manage IL’s information, resources and branding ensuring an accessible and dynamic house style.
* Provide communications marketing and support for IL events, projects, launches and campaigns as required.

**Specific tasks:**

**Strategy**

1. Work with the SMT to review IL’s current communication work and profile and develop and implement a communications strategy that will build our profile and our reputation for accessible, informative, clear and easy to use information, communication and resources.
2. Build IL’s strategic communications understanding, skills and approach ensuring IL embeds effective framing, messaging and compelling story telling across all our communications work.
3. Provide support, advice and guidance to IL staff to upskill them in developing effective content/copy including effective framing, messaging and storytelling.
4. Update and maintain IL’s information and communication accessibility standards and protocols and ensure these are followed.
5. Develop and refine IL’s branding and in-house style ensuring consistent branding is used across all communications work.

**Website and social media**

1. Develop IL’s on-line and social media profile including utilisation of latest relevant platforms, creating, designing and updating content and ensuring search optimisation.
2. Manage and develop IL’s website including uploading, reviewing and maintaining website content, fixing day to day bugs on the website, managing and ensuring search optimisation, carrying out and reviewing analytics and project managing any contracts relating to website upgrades & related work.
3. Create, edit, coordinate, and publish content/copy across our website, current social media platforms and any new technology.
4. Maintain social media accounts, actively posting content to build engagement and networks.
5. Develop IL’s live streaming and webinar capacity.

**Publications and communications**

1. Lead on writing, editing, coordinating, publishing and distributing content/copy across all our communication channels, including printed and online information, reports, publicity and resources and ensuring production and availability of accessible formats such as Easy Read.
2. Manage and /or carry out the design, branding and formatting of IL’s printed and on-line information, resources and branding ensuring an accessible and dynamic house style across our research and project reports, toolkits, newsletters and events publicity.
3. Provide communications marketing and support for IL events, projects, launches and campaigns as required.
4. Oversee the management of a case study database, actively collating stories and images, gaining relevant permissions.
5. Liaise with the SMT to ensure effective management of customer data including subscriptions and mailing lists and newsletters.
6. Liaise with SMT to ensure IL’s external communications fully utilises data and intelligence generated by IL’s work and research.
7. Lead on the implementation and use of software that supports the above work.
8. Ensure all external communications meet inclusive and accessible design standards.
9. Ensure all communications meet IL’s GDPR policies and protocols
10. Develop and manage the IL image library ensuring permissions are obtained for use.

**General responsibilities:**

* + - 1. To ensure that all IL communications work is fully accessible, inclusive and responsive to the needs of different groups of Deaf/Disabled people.
      2. To keep clear and accurate database and records, in accordance with Inclusion London procedures, of all work carried out.
      3. To attend regular supervision and annual personnel reviews with the Operations Manager and carry out tasks to agreed work plans
      4. To adhere to Inclusion London’s policies and procedures including the organisations Equal Opportunities policy and Data protection policy.

**Person specification**

**Essential criteria**

Experience & skills

1. Experience of successful social media, branding and marketing work and in-depth knowledge and skills in using social media platforms and search optimisation algorithms
2. Experience of creating, developing, editing, maintaining and upgrading website content / copy using content management systems, understanding of search engine optimisation and website analytics
3. Experience in using strategic communications approaches including framing, messaging and story telling
4. Experience writing, developing, editing and publishing compelling content/copy across print, on-line and visual media
5. Knowledge of design and brand development and implementation and fluent in visual design
6. Understanding of inclusive and accessible communication design, standards and formats
7. Experience commissioning and managing graphic design and website consultants
8. Experience designing and producing, and/or commissioning the design and production of resources including reports, marketing / publicity materials, toolkits
9. Excellent IT skills
10. Successful leadership of projects
11. Strong organisational skills and experience
12. Good time and task management skills
13. Ability to work with diverse groups of people in an accessible and inclusive way
14. Commitment to tackling inequality and promoting Human rights
15. Commitment to the Social Model of Disability and Cultural Model of Deafness
16. Proven ability to use own initiative to tackle problems and find solutions.

Aptitude:

1. Creative and passionate about communication
2. A team player
3. Good attention to detail
4. Organised and hardworking
5. Curious and always wanting to learn

**Desirable criteria:**

1. Direct lived experience of being a Deaf or Disabled person.
2. Graphic design experience
3. Experience of design software
4. Experience developing and delivering video and audio content
5. Ability to write copy for a range of publications.
6. Experience of using Mailchimp or other marketing platforms
7. Good understanding of GDPR regulations
8. Ability to review / assess information management systems and requirements and develop effective information management solutions.

**Report to:** Operations Manager

**Salary:** £38,000 per annum pro rata

**Hours:**  28 hours per week

**Employer Pension contribution:** 5% of salary

**Contract length:** Permanent

**Annual Leave:** 25 days per year plus Bank holidays pro rata

We support flexible / homeworking with a mix of home and office working expected at our fully accessible office in Brixton subject to Covid regulations.