

JOB DESCRIPTION: COMMUNICATIONS MANAGER / CO-ORDINATOR

SALARY:

£16k for equivalent of 16 hours a week. Working hours will be flexible. The post may require some evening or weekend working.

PLACE OF WORK:

Amphill Square TRA offices, Camden, London NW1, with some flexibility for working from home.

ROLE:

The Communications Manager will play a key role in the development and delivery of an effective and sustainable London Tenants Federation (LTF) communications strategy.

This position will be pivotal in helping to project positive messages and stories that truly reflect the reality and vibrancy of the social housing sector.

This role will be key to challenging the ill-informed stereotypes and prevailing negativity of social housing and its tenants.

PURPOSE / OVERVIEW:

The main purpose of the post is to design and develop a communications and social media strategy that will raise our organisation's profile and to manage our presence in both the public sphere and online, in a coordinated and efficient manner.

It will require working closely with the LTF co-ordinator and tenant volunteers to understand LTF's key messages and to train them in engaging with the media effectively and being part of a wider online presence.

The communications and media strategy will need to be effective across a number of multimedia platforms – making key connections within print, broadcast and online media outlets to deliver the federation's message on a wider scale. It will help to formalise LTF as a key public commentator on not-for-profit housing in London

The post will involve producing compelling content, facilitating feedback, analyzing online engagement and managing our messages across projects and campaigns.

Responsibilities

- The post holder will be responsible for LTF's public image and increasing its exposure within the media.

- Positively promote the LTF's work and analysis of housing and planning policy as it impacts on social housing tenants in London.
- Strengthen links and collaborate with other key organisations that contribute in the media on housing and planning in London.
- Develop a tenants' media group that will be effective in producing press releases and responding to requests from journalists and documentary film makers.
- Provide training for the media group and others in effectively using social media and in producing tenant based YouTube videos.
- Support / train LTF members and volunteers in maintaining a new LTF website and social media pages (Facebook, twitter, Instagram, Pinterest, google etc.)
- Identify LTF key messages to use in challenging negative stereotypes and for delivering a more positive commentary across a range of media.
- Evaluate the effectiveness of communications strategy, monitor and report on performance on social media and online platforms using tools such as Google Analytics.
- Develop relationships with target media representatives, and be a visible point-of-contact for media outlets to make the LTF more contactable for print, online and broadcast media.
- Work closely with the LTF co-ordinator and members to understand and filter key messages, through storytelling, campaigns and opinion.
- Attend LTF meetings and events when required.

PERSON SPECIFICATION: COMMUNICATIONS MANAGER / CO-ORDINATOR

The post will require an understanding of how engaging multimedia content can be used in public relations and marketing communication.

Although as a communications manager, public relations are key, knowledge of marketing is also essential to ensure that messages and campaigns are delivered strategically and measured effectively.

The post holder will need to have a genuine interest in social issues, with the skills and knowledge to communicate our vision for a fair and equal society that values people regardless of their social circumstances.

QUALIFICATIONS AND EXPERIENCE:

- A degree or equivalent professional experience. (Essential)
- At least three years' experience within the following: public relations, media and communications; marketing (especially digital). (Essential)
- Experience of working independently and on own initiative as well as working closely with others. (Essential)
- Experience of self-organising and prioritising work across multiple projects. (Essential)
- Experience of training or supporting peer learning. (Essential)
- Experience of working in campaigns around social issues. (Desirable)
- Experience of working with community volunteers. (Desirable)

SKILLS & KNOWLEDGE

- A solid understanding of the use of a range of social media platforms. (Essential)
- Ability to write to crystal mark standard. (Essential)
- Strong editing skills suitable for each platform, from knowing how to write a tweet to using effective storytelling techniques. (Essential)
- Ability to write high-quality press statements. (Essential)
- Creative skills for contributing new and innovative ideas; strong verbal communication skills for articulating ideas within and outside London Tenants Federation and its member groups. (Essential)
- Ability to work within tight budgets. (Essential)

- Knowledge and understanding of equality issues, especially in relation to media representation. (Essential)
- Ability to engage effectively with community volunteers. (Essential)
- Media derived data analysis. (Desirable)
- Knowledge and understanding of algorithms and search engine optimisation. (Desirable)
- Knowledge and/or interest in housing issues (Desirable)