



<b>Job Description:</b>	Communications Manager: Campaigns and Content
<b>Special Terms:</b>	Full-time, permanent Hybrid working (ideally two days in our office in Manchester for collaborative work)
<b>Salary:</b>	£33,481 + 10% pension
<b>Accountable to:</b>	Head of Communications and Marketing
<b>Accountable for:</b>	Creative and Branding Co-ordinator, Communications Officer, Communications Volunteers, and sessional and freelance staff.

## Role Summary

LGBT Foundation is seeking a passionate Communications Manager: Campaigns and Content to join the Team.

The Communications Team at LGBT Foundation is a small, yet collaborative group of professionals dedicated to advancing the visibility and impact of the UK's leading health and well-being charity. The team is responsible for implementing wide-ranging communication and marketing strategies. By leveraging various channels such as social media, websites, film and video and traditional media, the team strives to empower LGBTQ+ communities, amplify voices, foster positive change, and grow awareness and recognition of LGBT Foundation's range of services.

The Communications Manager: Campaigns and Content will play a pivotal role within the Communications and Marketing team at LGBT Foundation. This newly established role is tasked with leading on the 'plan, do, and review' of impactful campaigns and online/offline content strategies that promote equality, our life-changing services, and spotlight the stories of our communities.

The successful applicant will:

- Oversee the 'plan, do, and review' of our communications, campaigns and promotion of our services and impact. This will include communications and campaigns focussed on key LGBT Calendar dates, and those showcasing our services and organisational priorities.
- Organise and deliver our website and social media activity, leveraging the best digital engagement has to offer in reaching LGBTQ+ communities and stakeholders.

- Plan and commit to a cross-organisational campaign and content calendar, showcasing a forward-thinking approach grounded in evidence and intelligence, resulting in campaigns that are cohesive, purposeful, and aligned with our audience development strategy.
- Manage communications volunteers, ensuring a rich and representative pool of volunteers is recruited and mobilised meaningfully.
- Contribute to fostering diversity and inclusion in campaign development and content creation, working across the team and organisationally to ensure diverse representation in storytelling and engagement efforts.
- Ensure on-going excellence and quality throughout all our communications and marketing efforts.

We are taking positive action to encourage applications from people of colour (PoC) and other racially minoritised communities, trans\*, non-binary, and/or older people (aged 50+), to improve the representation of colleagues from these communities in our staff team.

\*Trans is an umbrella & inclusive term used to describe people whose gender identity differs in some way from that which they were assigned at birth; including non-binary people, cross-dressers, and those who partially or incompletely identify with their sex assigned at birth.

## **Role Accountabilities**

### **Campaign Development:**

- Collaborate with the Communications and Marketing team and cross-organisationally to develop and execute impactful campaigns aligned with the organisation's mission and goals. This role will be leading on the planning, implementation (including responsibility for outputs such as news/web articles, press releases, social media content and campaign content) and review of our campaigns and communications.
- Infuse storytelling techniques such as blogs, video content, statistics, and community and service user testimonies into campaign efforts, ensuring that personal stories are central to campaigns.
- Monitor key performance indicators (KPIs) such as audience engagement, reach, conversion rates, and more, to assess the success of campaigns and online content strategies in order to influence future activity.
- Pitch and present campaign concepts internally to team members and stakeholders, ensuring alignment with organisational goals and effectively communicating the vision and impact of campaigns.

## **Content Strategy:**

- Develop and implement a comprehensive content strategy across various platforms, including social media, e-newsletters, websites, and other digital channels as well as print and offline resources. Aside from campaigns content, this will include promotion of our services, our impact, key messaging of benefit to LGBTQ+ communities, and ways to support our work.
- Produce monthly newsletter communication which informs individuals and inspires them to take positive action.
- Create engaging and relevant content to support campaigns and wider communications, ensuring consistency and alignment with the organisation's messaging.
- Produce persuasive and impactful messages for various marketing and communications materials that elicit emotional responses, inspire action and resonate with the target audiences and communities.
- Develop and implement a website development plan, complete with SEO optimisation, analytics tracking, and regular updates to enhance online presence and engagement.
- Lead the organisation's social media efforts, coordinating volunteers and our Communications Officer to create, curate, and schedule content.
- Monitor social media platforms for trends, engagement, and opportunities to enhance the organisation's online presence.
- Collaborate with external agencies, freelancers, sessional staff, or contractors for specialised content creation projects.

## **Volunteer and Community Engagement:**

- Oversee the recruitment, training, and management of volunteers supporting the communications team.
- Work with volunteers to support content creation, including filming, podcast, photography, blogging and more, ensuring a collaborative and inclusive approach to campaign initiatives.
- Lead and oversee the community reporting program, engaging community members to speak up and advocate for LGBT Foundation and issues affecting the LGBTQ+ community.
- Actively engage with volunteers and community members to gather feedback and ensure that campaigns truly resonate with the community's needs and concerns.

## **Collaboration and Partnerships:**

- Act as project lead for key partnership projects such as Indigo Gender Service.
- Liaise internally across teams to ensure internal teams communications needs are met.
- Help facilitate relationships with partner organisations and communities to enrich and empower them to become advocates for LGBT Foundation.

- Identify opportunities for collaboration and joint initiatives that unlock the power of partnership-working and amplify the impact of campaigns and advocacy initiatives.
- Develop our work with influencers, to increase engagement and impact of our communications.

## **LGBT Foundation Accountabilities**

- Display a genuine commitment to equality of opportunity and an understanding of the issues faced by all LGBT communities. LGBT Foundation will challenge any discriminatory behaviour or language if it occurs.
- Further, LGBT Foundation has a commitment to using the insight gained through its work to make the organisation more inclusive and representative of all LGBT communities.
- Completion of specific tasks allocated through work plans, project plans and the annual business plan of LGBT Foundation.
- Provision of monthly information (accurate data and informative commentary) within your areas of responsibility for performance management purposes.
- Compliance with LGBT Foundation's policies, procedures, management and monitoring systems.
- We are a learning and development organisation and will consistently provide and support opportunities for staff to exceed theirs and our expectations. In common with all staff, you have a responsibility for drawing attention to your own training needs as well as those of colleagues that you work with that LGBT Foundation will then aim to support you with.
- Any other duties in line with your skills and abilities, as directed by your line manager.

All staff are expected to maintain a flexible approach to their roles and respond to the LGBT Foundation's changing needs. The responsibilities of this post may be changed subject to review, over a period of time. This will be done in consultation with the post holder.

# Person Specification

## Skills & Abilities

- Excellent written and verbal communication skills.
- Confident, clear and persuasive when pitching and presenting ideas.
- Ability to multi-task and manage multiple relationships and projects.
- Ability to flourish and be most productive when working in a fast paced environment.
- Strong copywriting abilities.
- Design and creative skills (you will work with our in-house designer but will be expected to be able to pull together social media assets etc. using Canva/Adobe Suite, or equivalent).
- Creativity and innovation in developing impactful campaigns and content.
- Resilience and perseverance, with the ability to handle unexpected challenges in marketing and communications.

## Experience

- At least three years' experience in a communications and marketing role, ideally within the voluntary sector.
- Experience in empowering and inspiring people and communities.
- Previous experience in a supervisory role or managing staff/volunteers.
- Experience with digital platforms including key social media platforms, websites (WordPress) and social media management software (Hootsuite).
- Experience of project management in a fast paced environment with multiples projects and priorities.

## Knowledge & Understanding

- In-depth understanding of LGBTQ+ issues and a genuine commitment to equality, diversity, and inclusion.
- Knowledge of effective campaign development, execution, including the use of storytelling techniques, statistics, and community testimonies.
- Familiarity with social media and campaign monitoring and evaluation, ideally with knowledge of Google Analytics and SEO management.
- Understanding of effective Budget management principles
- Knowledge of community engagement and understanding of audience development.

This role, in common with all staff at LGBT Foundation, will be expected to display a range of competencies specific to their grade and area of work. These will be measured during annual

performance appraisals, and there will be an expectation that staff will be able to evidence the ways in which they have met these competencies over the course of the year.

## **Terms and Conditions**

- (i) **Hours** – 37 per week– with an expectation of evening and weekend work.  
*As travel across UK is inherent in this role, project related travel costs will be covered by the programme, including all necessary travel associated with evening and weekend work.*
- (ii) **Annual Leave** – 26 Days per year – rising to 30 after 5 years' service (*pro rata where appropriate*) – plus bank holidays.
- (iii) **Probation Period** – Post subject to successfully completing a 6-month probationary period.
- (iv) **Hybrid Working** – As an organisation we follow a hybrid method of working (working both from home and out of our Centre in Manchester). A commute to our centre would need to be self-funded so please bear this in mind if you don't live locally. We anticipate the role being Manchester based at least twice a week.

We understand that working for an LGBT organisation could impact on your identity, community and/or culture. If you would like to discuss this or any aspect of the role further, please contact Matthew Belfield on 0345 3 30 30 30 or [matthew.belfield@lgbt.foundation](mailto:matthew.belfield@lgbt.foundation).