

Job Description – SNAPS Communications Manager

Reporting to: Chief Executive

Place of Work: Home with occasional meetings across Leeds

Salary: 20,000 per annum pro rata

Hours: 5 hours a week. Flexible Times

Benefits:

- 25 days plus 8 bank holidays per year pro rata

Ideally must have access to own computer to use as part of the role

Job Purpose

- To increase SNAPS profile across Leeds to help SNAPS engage with new audiences
- To improve communications with SNAPS' stakeholders
- To improve brand awareness

Main Duties and Responsibilities

- To put SNAPS' Communications Strategy into action
- To ensure all communications from SNAPS are on brand and professional
- To create informative and interesting press releases, newsletters, and related marketing materials with support from other staff members.
- To deliver SNAPS communications via email, the SNAPS' website, social media and local press
- To manage the SNAPS website
- To manage SNAPS Social Media platforms
- To use a variety of platforms to grow our database of members and supporters
- To plan and manage the design, content, and production of all marketing materials.
- To create communication and marketing strategies for new products, launches, events, and promotions.
- To respond to communication-related issues in a timely manner.
- To feedback and monitor the success, or otherwise of different platforms to inform future communications strategies
- To engage local press and build relationships in the sector to increase SNAPS coverage
- To manage SNAPS contact lists/database effectively and in line with GDPR

General responsibilities

- To attend and contribute to SNAPS Board and Staff meetings and other meetings as required.
- To attend and contribute to management, performance review and staff training, and any other training identified as appropriate for the role.
- To ensure that all responsibilities and activities within this post are consistent with the terms and spirit of SNAPS's operational and employment policies and procedures, and other statutory policies.

- To adhere to the principles of General Data Protection Regulation and ensure there is an appropriate level of confidentiality and security of SNAPS's work.
- To occasionally work unsociable hours, e.g. attending evening or weekend meetings.
- The nature of the post will require flexibility in undertaking the role and will require the post holder to undertake other duties that are compatible with the nature and grade of this post.

Requirements

- Proven experience of delivering an organisation's communications is advantageous.
- Strong knowledge of communication practices and techniques.
- Experience of utilising a variety of social media platforms to promote a service or organisation is advantageous.
- Experience updating a website is desirable.
- Outstanding written and verbal communication skills.
- Must be able to multitask and work well under pressure.
- Excellent organisational skills.
- Good team player.