

Job description

Title:	Communications Manager
Organisation:	Bliss
Location:	London, SE1
Terms:	Full-time (35 hours per week)
Salary:	circa £39,000

Role description

Main purpose of the role

The Communications Manager is responsible for leading and managing a multi-disciplinary team working across brand and creative delivery, marketing, digital and media.

The main purpose of this role is to set the communications strategy and annual operational plan, and to lead the team to deliver it. This includes setting the budget and reporting on performance.

We are looking for someone with a strong track record of developing and delivering successful, integrated campaigns to meet fundraising, campaigns and service delivery targets.

The ideal candidate would be a strategic thinker who is willing to play a hands-on role in the delivery of activities and would therefore have broad communications experience, in particular in digital and strategic marketing.

They should be able to provide expert communications advice to colleagues, including senior management, and play an active role in the management team. They should also have experience of managing a high performing team.

About the team

The Communications Team works alongside colleagues across the whole organisation to develop and deliver Bliss' communications across all channels, with a particular focus on developing and improving our digital communications. The team has a broad communications remit supporting all aspects of the charity's work, and works across digital, video production, design, print publications, and media relations.

Reporting structure

This role reports to the Chief Executive, and has the following direct reports:

- Senior Communications Officer (line manages the Marketing Communications Officer)
- Digital Lead
- Media and Stories Officer
- Design Lead

Key responsibilities

1. Lead the Communications Team to develop and deliver the communications strategy and annual operational plans, in line with Bliss' organisational strategy and priorities.
2. Provide effective and consistent line management to the Digital Lead, Senior Communications Officer, Design Lead and Media and Stories Officer, supporting high quality performance and finding opportunities for them to learn and develop in their roles.
3. Work closely with the Digital Lead and other members of the team on the development of Bliss' digital channels, including the Bliss website, email marketing and social media channels, ensuring Bliss makes best use of the technology to reach and engage with more of our target audiences.
4. Ensure the ongoing development and consistent application of the Bliss brand across all our channels to improve awareness of our work and understanding of what we do.
5. Maximise media and PR opportunities by supporting the Media and Stories Officer to develop proactive media plans and campaigns, train and brief key spokespeople, respond to reactive media enquiries and keep our position statements up to date.
6. Lead on the development and delivery of integrated marketing activity to raise awareness of all aspects of Bliss' work, including specific awareness campaigns around key points in the annual calendar.
7. Work closely with the Senior Communications Officer to ensure the timely and effective development and production of high quality, multi-channel branded materials.
8. Lead the team to develop processes and guidelines that ensure the effective delivery of Bliss' communications (e.g. brand guidelines and production processes) and be responsible for the crisis communications plan.
9. Oversee all aspects of the Communications Team's work, with responsibility for planning and budgeting, setting targets, tracking and monitoring, and reporting regularly on performance.
10. Provide expert communications advice to the Chief Executive and the Senior Management Team to support the delivery of effective internal communications.
11. Work closely with the wider management team to contribute to Bliss' overall strategic and operational planning and management, contributing fully to cross-organisational strands of work.
12. Perform any other duties as may be reasonably requested.

Person specification

The following are essential

- Broad experience and understanding of the full range of communications tools and channels, with specific expertise in strategic marketing and digital development
- A track record of developing and implementing successful communications strategies and plans
- An ability to analyse and segment audiences and tailor communications and key messages accordingly
- Strong experience of managing and leading a multidisciplinary team to meet objectives and deliver success, including ability to lead and develop team members
- Excellent verbal and written communication skills
- Demonstrable expertise in planning and project management, with the skills to secure support from colleagues at all levels across the organisation as well as from external stakeholders
- Brand management experience including delivering materials to a high standard
- Experience of commissioning external suppliers and agencies, including contract negotiations
- Experience of raising the profile of an organisation through the media
- Good organisational skills, with a demonstrably methodical approach and an ability to manage multiple priorities successfully
- An ability to be self-motivated and to take the initiative, to think critically, and anticipate what needs to be done
- Budget management experience
- Experience of monitoring and evaluating strategies and activities and reporting on them
- Knowledge of GDPR

The following are desirable

- Experience and/or understanding of the health service or child health issues in the voluntary sector
- Professional qualification in Communications, PR, Marketing or similar

Special conditions

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends on occasions, including being on the rota for the out-of-hours media mobile
- Willingness to undertake further training as and when required

About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life.

We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research.

For more information about Bliss, visit bliss.org.uk

Why join us?

Bliss is an equal opportunities employer and we take pride in our collaborative and inclusive work culture. We understand that we all have different priorities at home and we therefore aim to offer a mix of financial and non-financial benefits to all staff. Our benefits include financial, health & wellbeing, lifestyle and career development options, including:

- 25 days paid holiday (pro-rata for part-time employees)
- Flexible working practices such as flexi-time working hours and time off in lieu (TOIL)
- Relaxed work life and dress code
- A contributory Bliss pension scheme
- Interest free annual season ticket loans
- Company and Statutory sick pay scheme
- Compassionate leave
- Time off for volunteering
- Salary sacrifice schemes (bike to work, payroll giving)
- Access to free Employee Assistance Programme, available 24/7
- Family friendly policies
- Learning and development opportunities via peer to peer, blended, cascaded and self-directed learning
- Access to mentoring and coaching

How to apply

Please email a covering letter explaining why you are interested in this role and what you could bring to it, together with your CV and equal opportunities form, to HR by **9am on Wed 9 September** - email: recruitment@bliss.org.uk

First round interviews will be held over zoom in the week of 14 September.