



JOB DESCRIPTION

Job title:	Communications Manager
Working hours:	25 hours per week (part-time over 4 days)
Reports to:	CEO
Responsible for:	Communications and social media
Salary	£28,000 FTE

Purpose of the job:

- To develop marketing campaigns that enable VSNS to communicate with our key audiences about our services via Facebook, Instagram, LinkedIn Twitter and using traditional non-digital methods
- To provide social media assistance for VSNS Be responsible for all communications for VSNS including all leaflets and brochures

Main Responsibilities:

VSNS Social Media and IT systems

- Own the look, feel, and content of all social channels; the VSNS website, Facebook, Twitter, Instagram, and LinkedIn and to introduce new digital platforms as required
- Create and maintain the content calendar, reaching out to wider stakeholders within the business to surface relevant and engaging content topics
- Review social platforms to ensure that reach is maximised e.g. following key industry stakeholders and specifically creating content and ideas to grow and support our core services of fundraising, volunteering, and third sector advice and information
- Monitor and report regularly on all aspects of social media within VSNS. Create monthly charts to demonstrate digital growth and benchmark against similar organisations
- Support wider business needs for website content requirements
- Write and design content and supporting images and source these correctly with consideration to royalties etc
- Ensure that brand tone and design are consistent
- To provide workshops, and events around social media and delivering training
- Communicate at a strategic and operational level with the VSNS team and support all team managers with their digital promotion and presence
- Ensure that the organisation is presented in an appropriate and professional manner to its stakeholders

Digital design & support in the third sector

- Give social media advice and support where required to voluntary organisations in North Surrey and provide training if applicable.
- Identify voluntary organisations that are digital laggards and offer one-to-one support to improve their digital presence
- Assist with websites, social media, messages, and content
- Demonstrate and report on positive outcomes of supporting voluntary groups
- To carry out any other duties as requested to ensure the smooth running of the organisation
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Skills, experience, and qualifications:

- A proven background in social ad content creation,
- Deep knowledge of social platforms including Facebook, Twitter, LinkedIn, and Instagram as well as others
- Demonstrable effectiveness in delivering social and content plans both at a strategic and tactical level
- Previous experience of publishing content via a CMS platform and social platforms
- Experienced copywriting ability for web, email, and advertising copy
- Understanding of content marketing and available tools and insight required for successful campaigns
- An understanding of the voluntary sector is desirable but not essential but a passion to serve local communities is key