

Woodbrooke: Staff Job Description and Person Specification

Job Title: Communications Manager
Date: 25 March 2019
Accountable to: Director

Role summary

Working closely with a range of people in the organisation, you will lead on all Woodbrooke's communications. You will take responsibility for the marketing budgets and for key relationships with our design firm and other suppliers. You will provide support and encouragement to others in the organisation, to help them be excellent communicators too.

Background

Woodbrooke came into existence in 1903 and remains the largest provider of Quaker learning in Europe. It has evolved to also become a busy, professional conference and accommodation centre. The original house has been extended and further buildings have been added over the decades. Woodbrooke now offers over seventy bedrooms and ten meeting rooms set in ten acres of organically managed gardens and grounds. Woodbrooke offers courses online and in Quaker meetings and venues across the country as well as around 150 courses at the centre in Birmingham.

We have a staff group of about 55 people, some full-time, some part-time. Our teams cover our learning programmes, administration and finance, marketing and sales, housekeeping and maintenance, gardening and catering. The Director is supported by an unpaid board of Quaker Trustees.

Responsibilities

- Develop and implement clear communications strategy and plans.
- Create and produce effective communication for all aspects of Woodbrooke's work including copywriting, design and production, social media content, and liaising with external providers.
- Work with the Programmes Team to promote Woodbrooke's learning programmes to new and existing learners.
- Work with the Sales and Reservations Team to promote Woodbrooke's conference/meeting and accommodation offerings.
- Work with the Director to develop innovative fundraising communication.
- Manage the marketing and communications budget.
- Maintain and develop Woodbrooke's website in liaison with other staff & external providers.
- Develop strong networks with other organisations and within the local community.
- Participate in local, regional and national networking and exhibition events promoting Woodbrooke.
- Coordinate the use of Woodbrooke's brand identity ensuring its roll-out across the organisation and supporting other staff in using Woodbrooke's logo and brand appropriately, both internally and externally.
- Undertake other appropriate tasks as may be requested from time to time by your line manager or other members of the Management Team.

Person Specification

Qualifications:

Essential

- Relevant qualification or equivalent work experience.

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Skills and Attributes:

Essential

- Ability to engage with our key stakeholder group, the Religious Society of Friends (Quakers).
- Awareness of data protection requirements and the implications for marketing and communications.
- Experience of using different forms of media and communications channels (including social media) to accurately convey information and engage others.
- Confident IT user with the ability to learn new software and applications quickly.
- Adaptable and flexible, a collaborative team worker, who is also capable of working independently.
- Well organised, with the ability to manage and prioritise individual workload and work to tight deadlines.

Desirable

- Experience of social media management.
- Experience of audio and video recording and editing.
- Knowledge of Quakers in Britain and worldwide.
- Experience of using web content management systems.
- Experience of using CRM systems and applications.
- Experience of analysing and reporting on SEO and social media engagement

Other

- Eligible to work in the UK. We regret that we are unable to apply on a candidate's behalf for a UK permit to work in this role.
- Willing and able to undertake a flexible work pattern.

Working time and location

This post is based at Woodbrooke in Selly Oak, Birmingham but we are open to consider applications which ask for some element of homeworking. Occasional travel to locations with the United Kingdom is required.

35 hours per week to be worked at times to suit the role, including some evening and weekend work; applications for less than 35 hours will also be considered.

Remuneration and benefits

- Salary band 6 (£25,767 to £28,629 per annum), paid monthly.
- Annual leave entitlement 33 days per annum including statutory holidays.
- Employer Pension contribution of 6% if matched by employee contribution of 3% minimum.
- Free staff lunch and refreshments, and family and friends discounts.

Applications and closing dates

Closing date for applications: 12 noon, Tuesday 23rd April

Applications should be marked as 'Confidential' and sent by **email** to sandra.berry@woodbrooke.org.uk or by **post** to Sandra Berry (Director), Woodbrooke, 1046 Bristol Road, Selly Oak, Birmingham B29 6LJ

Shortlisted candidates will be contacted within **2 weeks** after the closing date.