

Peer Power Role Description and Person Specification: Communications and Marketing

	<p>Role Description</p>
<p>Role</p>	<p>Head of Communications and Marketing</p>
<p>Office Base</p>	<p>London Office (Vauxhall)</p>
<p>Salary</p>	<p>£37,638 - £45,468 Pro Rata. Fixed term contract for two years (with the likelihood of extension, subject to further funding)</p>
<p>Hours</p>	<p>17.5 hours per week (to cover Monday, Wednesday and one other day - times to be agreed)</p>
<p>Leave</p>	<p>25 days and 8 Bank Holidays plus 2 personal days plus 3 discretionary days between Christmas and New Year (FTE)</p>
<p>Reporting to:</p>	<p>Chief Executive Officer (CEO)</p>
<p>Key purpose:</p>	<p>This is an exciting and unique opportunity to be instrumental in the growth and development of a young and fast growing social justice children’s charity that is rooted in the promotion of empathy.</p> <p>Reporting to and working closely with the CEO as a senior member of a small but growing staff team, the Head of Communications and Marketing is responsible for:</p> <ul style="list-style-type: none"> • Creating and delivering our communications strategy: working with the whole team at Peer Power (including in partnership with teenagers and young adults engaged with the charity) to develop and deliver a new and successful marketing and communications strategy that promotes the organisation's work and supports projects, fundraising and corporate partnership initiatives. • Supporting business growth: meeting personal and organisational marketing and communications targets and business objectives. • Reinforcing organisational culture: building and maintaining a culture within the whole organisation that understands the importance of strong, clear and consistent internal and external communications. • Advancing our mission through communications: ensuring that the organisation's communications are of the highest quality and that they support and advance our charitable objectives. <p>The post-holder will work in partnership with a close, flexible and supportive team at Peer Power that includes the core team, teenagers and young adults, and Trustees.</p>

Peer Power Role Description and Person Specification: Communications and Marketing

	Main duties and responsibilities
<p>Communications strategy</p>	<ul style="list-style-type: none"> • Develop and implement our communications strategy in partnership with the whole team and young partners, using multichannel communications, balancing digital and traditional formats • Work with the whole Peer Power team and young partners to plan and deliver the communications plan that underpin campaigns, fundraising and projects • Develop and deliver the crisis communications strategy and planning faced by the charity, in line with the requirements of the Charity Commission • Manage the communications budget
<p>Content creation and management</p>	<ul style="list-style-type: none"> • Identify and manage new and relevant media channels and press opportunities and build relationships to enable positive and creative coverage in specialist, local and national media for Peer Power. • Develop, manage and maintain Peer Power’s social media accounts and website and oversee production of video content and podcasts, in conjunction with other team members and young partners. • Maintain the Peer Power website, ensuring engaging and useful content for partners, Peer Power supporters and the general public. • Create an integrated approach to external communications. Lead on development and improvement of user journeys across Peer Power services and digital landscape. • Draft, proof-read and amend various communication resources including newsletters, reports, infographics, letters, press releases, presentation and other such documents. • Create and facilitate media and social media coverage of youth social action case studies and stories. • Analyse and understand which stakeholders our social media content reaches, and work with the team and young partners to develop content that attracts the target audiences to our organisation
<p>PR and media</p>	<ul style="list-style-type: none"> • Collect Peer Power’s impact stories from the team, from young partners and from external organisations or individuals, including reports, case studies, comments and messages, and other feedback. • Manage visits to our projects by individuals and organisations, including high profile guests. • Take responsibility for the organisation of Peer Power’s annual awards event, and any additional high profile events that Peer Power is involved with. • Assist the Senior Management Team and Trustees to identify and manage potential risks related to Peer Power’s communications and public image.

Peer Power Role Description and Person Specification: Communications and Marketing

<p>Leadership</p>	<ul style="list-style-type: none"> • Line manage a communications intern • Work with Peer Power Senior Management Team and Trustees to ensure oversight of strategic and operational matters and support the CEO • Lead the development of the Peer Power brand and presence across all communications and marketing channels. • Work with the CEO and fundraising lead to align Peer Power’s fundraising strategy with Peer Power’s communications work.
<p>General</p>	<ul style="list-style-type: none"> • Maintain and develop organisational culture, values and reputation with all staff, associates and external stakeholders. • Explore cost effective solutions that minimise our use of resources • Implement and assist in the development, review and maintenance of organisational policies and strategy. • Participate in team meetings, evaluations, supervision/reviews and planning sessions and in Peer Power’s overall development. • Attend board meetings and the finance sub-committee, and provide relevant reports and updates • Positively promote and support the engagement of young people with the work of PP, being prepared to explain, adapt and collaborate with young people to ensure their meaningful involvement in the organisation. • Live the values of Peer Power (Empathy, Respect, Fairness, Open & Honest and Positive, Love) and abide by them in the work setting through the policies and professional practice of your work. • Uphold and work within Peer Power policies and procedures, including Equal Opportunities, Health and Safety and Child & Vulnerable Adult Protection policies. • Undertake any other duties, as appropriate to the post, as delegated by the line manager.

Peer Power Role Description and Person Specification: Communications and Marketing

Person Specification

	<i>ESSENTIAL</i>	<i>DESIRABLE</i>
Qualifications/ Education/ Experience	<ul style="list-style-type: none"> <input type="checkbox"/> At least five years' experience in a senior role within communications, marketing or media 	<ul style="list-style-type: none"> <input type="checkbox"/> Marketing/PR/Communications Qualification (eg CIM Postgraduate or CIM Diploma)
Professional experience & Knowledge	<ul style="list-style-type: none"> <input type="checkbox"/> Experience of marketing services <input type="checkbox"/> Experience of leading communications projects and/or campaigns from conception to conclusion <input type="checkbox"/> Experience of working with InDesign and Photoshop <input type="checkbox"/> Experience of using a content management system to update websites eg wordpress <input type="checkbox"/> Experience of successful relationship building with a diverse range of stakeholders <input type="checkbox"/> Experience of selling media stories to a range of outlets <input type="checkbox"/> Experience of dealing with media requests and discerning and pursuing strategic opportunities <input type="checkbox"/> Substantial experience of all digital and media communication channels <input type="checkbox"/> Experience of working with a range of stakeholders from different backgrounds 	<ul style="list-style-type: none"> <input type="checkbox"/> Experience of communications in charity sector, local Government, APPG or MP, campaigning or advocacy organisation <input type="checkbox"/> Experience of working within the public policy arena, submitting evidence to government panels, consultations & influencing policy makers <input type="checkbox"/> Ongoing strategic relationships with journalists <input type="checkbox"/> Experience of organising high quality events
Abilities and Skills	<ul style="list-style-type: none"> <input type="checkbox"/> Ability to work autonomously, prioritise work, handle pressure and take day-to-day decisions <input type="checkbox"/> Excellent presentation, organisational, communication, negotiation and influencing skills <input type="checkbox"/> Able to exercise diplomacy, sensitivity, resourcefulness, and build partnerships and consensus, within teams and among other stakeholders <input type="checkbox"/> Collaborative team-player, able to play to different people's strengths and make use of their abilities <input type="checkbox"/> Willing to learn quickly and adapt to new situations, seeking appropriate advice and expertise 	

Peer Power Role Description and Person Specification: Communications and Marketing

	<p>where needed</p> <ul style="list-style-type: none"> <input type="checkbox"/> Able to bring a strong vision of development, continuous improvement and growth for Peer Power <input type="checkbox"/> Good time management skills and the ability to work pro-actively, meet tight deadlines 	
<p>Personal Qualities</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Commitment to and understanding of team work and collaborative working <input type="checkbox"/> Highly motivated self-starter <input type="checkbox"/> Strong commitment to Peer Power values <input type="checkbox"/> High attention to detail and accuracy <input type="checkbox"/> Strong commitment and passion for working alongside young people <input type="checkbox"/> A willingness and flexibility to work evenings and weekends occasionally by prior agreement. 	

Updated December 2019