

## Communications and Marketing Manager



### About West London Mission

For 130 years the West London Mission (WLM) has developed innovative services for some of London's most marginalised people.

Today, WLM delivers pioneering services which transform the lives of thousands of people affected by homelessness, poverty and trauma. Our community services include a busy centre for rough sleepers in Seymour Place in Marylebone, an affordable counselling service and a financial resilience programme. We also run specialist accommodation for people with alcohol dependency, people coming out of prison and for homeless people who have served in the military.

Our approach is rooted in an inclusive Christian ethos and we keep the needs of the people who use our services at the heart of all we do.

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### Job Description

Post:	Communications and Marketing Manager
Location:	WLM Seymour Place, 134-136 Seymour Place, London, W1H 1NT
Hours of work:	36.5
Contract:	Permanent
Reports to:	CEO
Salary:	Salary range between £34,259 -£38,918

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### About the role

The role of Communications and Marketing Manager is a new post within WLM. It is a key strategic role which has been created to ensure that WLM does two things more effectively:

- 1) To communicate better. To tell our story with energy and clarity and share the impact of our work more widely. We want this to lead to more support for our work and for it to enable WLM to have a deeper impact.
- 2) To help WLM's wide range of services market themselves more effectively. We want people who need our services to have better access to what WLM offers.

A key aspect of both of these areas will be empowering our residents and clients tell their own stories as we believe they are the best advert that WLM for the impact of our work.

### Key areas of work

#### 1.0 WLM's website

- 1.1 To oversee the development of our website so that it 'inspires not just informs' people about our work. To sharpen our vision for more blog features and video content which engages our core audiences and connects the issues of social justice to our frontline work.
- 1.2 To review our website contractor and identify the best partners who we can work with to improve

the website.

- 1.3 Using the Content Management System to ensure that the website is up to date with high quality content that conforms to WLM's brand guidelines.
- 1.4 To ensure that structural developments to the website are well managed and that new features are integrated smoothly.
- 1.5 To monitor the website's usage and maximise the website's SEO.

## **2.0 Communication materials**

- 2.1 To manage the calendar of communications with our supporters.
- 2.2 To manage the production of all printed materials -including production of Annual Impact Report and WLM supporter newsletter (3 times a year) and any leaflets required by the Operational Services.
- 2.3 To manage production of high quality digital communications materials including the monthly E-Newsletter and other digital marketing
- 2.4 To manage the production of *Mission Possible* – WLM's internal e-Newsletter for staff and volunteers
- 2.5 To support frontline staff to produce posters and other promotional materials for use in house to promote activities and groups

## **3.0 Management of case studies and photographs**

- 3.1 To coordinate the collection of case study materials from across WLM to promote the impact of our work to our supporters.
- 3.3 To support staff to do this and to also undertake interviews with people we work with
- 3.3 To manage the on-line library of images that WLM currently has and to ensure that our storage and management of images conforms to best practice.
- 3.4 To commission photography of WLM services
- 3.4 To ensure that the permission and authorisation process conforms to best practice

## **4.0 Social Media**

- 4.1 To develop a social media strategy which is designed to raise WLM's profile
- 4.2 To manage WLM's current social media platforms (Twitter, Facebook, Instagram) and grow our connectivity and profile and to engage with individual donors and publicise events and news.

## **5.0 Other duties**

- 5.1 To seek opportunities to empower WLM's clients and residents to tell their own stories and develop processes which empower and give voice to those we work with.
- 5.2 To ensure WLM fulfils the aims of grants we receive which relate to communications
- 5.3 To manage media enquiries in close collaboration with CEO and Service Managers
- 5.4 To act as WLM's brand guardian and ensure all outgoing marketing and communications are clear, consistent and on brand.
- 5.5 To manage any media interns that WLM recruits to aid capacity
- 5.6 To adhere to WLM's Equal Opportunities Policy, Health and Safety Policy and Code of Conduct in all aspects of the work.
- 5.7 Any other duties as agreed with the CEO

# Person Specification

**POST:** Communications and Marketing Manager

**LOCATION:** Fundraising and Marketing Office, WLM Seymour Place and WLM Central Office, Thayer Street, Marylebone

We seek someone who has the experience, skills and drive to take West London Mission to the next level in its communication and marketing. The successful candidate will appreciate the history of West London Mission and its roots in the church and be able to communicate effectively with a wide range of people.

## Competencies

We will be looking for evidence of all the following key competencies during the selection process:

<ul style="list-style-type: none"><li>• Client focus</li><li>• Organisation and planning</li><li>• Proactivity and initiative</li><li>• Communication</li><li>• Team Work</li></ul>	<ul style="list-style-type: none"><li>• Administration and IT</li><li>• Reasoning and problem-solving</li><li>• Work with external agencies</li><li>• Coordination of projects</li></ul>
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## Skills, abilities, knowledge, experience and personal qualities we would consider essential:

### 1 Skills, abilities and knowledge

- 1.1 Excellent written and verbal communication skills
- 1.2 Excellent presenting skills with the ability to be adaptable and inspire across a range of audiences
- 1.3 Ability to produce high quality and engaging content for supporters including appeals and reports across a variety of media
- 1.4 The ability to use key social media platforms such as Mail Chimp, Eventbrite, JustGiving, Twitter, Instagram and Facebook
- 1.5 Ability to use a content management system for a website and confidently manage online content
- 1.6 Ability to work with staff and volunteers of all levels inside and outside of the West London Mission across a range of cultures and sectors
- 1.7 Excellent time management techniques and the ability to manage multiple priorities and work to deadlines

### 2 Experience

- 2.1 Experience of writing and communicating about charity/social justice work
- 2.2 Experience of the strategic use of social media
- 2.3 Experience of team work and overseeing projects with multiple stakeholders
- 2.4 Experience of communicating with Christian audiences

### 3 Personal Qualities

- 3.1 A commitment to providing a high quality service to marginalized people
- 3.2 Ability to work independently and think on your feet in a decisive and responsible manner
- 3.3 A demonstrated commitment to WLM's values and an understanding of WLM's inclusive Christian ethos
- 3.5 Ability to work flexibly including occasional evening and weekend work as required

### 4 Desirable

- 4.1 Knowledge of issues around homelessness and experience of the issues involved in working with vulnerable people
- 4.2 An understanding of the Church and the Christian commitment to social justice