

JOB DESCRIPTION

JOB TITLE	Communications Manager
REPORTS TO	Chief Executive
LOCATION	Working from home and from CAN's base in Pegswood as appropriate within CAN's 'Blended Working' policy and travelling across Northumberland
SALARY	£39,152 pro rata (SCP 28)
PENSION	Employer contribution of 6%
ANNUAL LEAVE	Based on 25 days per annum pro rata for hours worked
TERM	Permanent
WORKING HOURS	Part-time – 15 hours per week (2 days – flexible)
ACCOUNTABILITY	To the Board of CAN, usually via the Chief Executive.
JOB PURPOSE	
Management and delivery of CAN's communications strategy including coordination and management of all websites, social media and wider media interaction, leading the creation of all marketing/promotional materials and activity.	
MAIN RESPONSIBILITIES	
<ol style="list-style-type: none"> 1. Development and management of a CAN Communications Strategy, helping to deliver a 'rural voice' for Northumberland working closely with colleagues and trustees. 2. Development and implementation of an annual marketing plan within the strategy, covering regular communications and identifying gaps/opportunities. 3. Review of the main CAN website. 4. Management of all CAN websites, coordinating updates and maintaining up to date news items. 5. Producing and distributing CAN newsletters and publications, including the fortnightly CAN e-news bulletin. 6. Supporting colleagues to deliver successful events including the annual Village Halls celebration and CAN Annual General Meeting. 7. Leading the production of all CAN promotional materials including banners and leaflets relevant to the work of the organisation and specific projects. 8. Provide internal training as relevant with respect to communications and advise colleagues and trustees on the use of AI in our communications. 9. Compiling press releases as necessary, acting as the focal point for all media enquiries, and coordinating responses. 	

10. Work closely with our key partner organisations in all communications work, including ACRE Network colleagues.	
11. Ensure operation within budgets and procurement rules and report on activities as required.	
KNOWLEDGE, SKILLS AND EXPERIENCE	
At least three years' experience working in a relevant communications role.	
Direct experience of successful communications activities including effective drafting of articles, newsletters and website text.	
Experience in procuring and managing websites.	
Direct experience in effective use of social media.	
Understanding of the issues faced by rural communities and organisations.	
Excellent stakeholder engagement and management skills.	
Ability to form and maintain appropriate professional relationships with a wide range of organisations and individuals across all sectors.	
Ability to write clear and impactful articles, press releases, social media posts and reports.	
Experience of working with a cross section of colleagues.	
Good IT and online skills, including the ability to use Teams, Zoom and other teleconferencing packages.	
Ability to manage own priorities, time and workload to agreed deadlines, budget and quality standards.	
Experience of working with diverse communities of place, interest and character.	
Diplomatic, articulate and enthusiastic.	
OTHER	
Driving Licence	Access to a car for business travel is essential.
Travel	The willingness and ability to travel across Northumberland is essential.
Flexible Working	The willingness and ability to work flexibly is essential.