

JOB DESCRIPTION

Job Title: **Communications Manager**

Hours of work: **28 hours per week**

Location: **Millbrook, Southampton**

Responsible to: **SCM Head of Operations**

Purpose of role

The Communications Manager is responsible for developing and implementing SCM's communications strategy, ensuring that all messaging aligns with the mission to 'equip the church to love and serve the city'. This management role is central to delivering a strong message that mobilises individuals, organisations and churches throughout the city, ensuring visibility of SCM's daily work in support of those in need.

Communications Strategy and Planning

- Ensure SCM's Christian ethos and values strongly underpins its communications, while planning and supporting their operational delivery
- Deliver a robust communications strategic plan, aligned to SCM's mission, working in conjunction with CEO, Head of Operations and Project Managers
- Develop audience-specific messaging and engagement plans for identified priority audiences, e.g. church leaders, volunteers, donors, and the general public.
- Track and regularly review SCM's public communications and linked outcomes, using insights to learn and improve.
- Oversee and allocate the annual communications budget and ensure its use is fully maximized.
- Work with the different SCM projects to generate new ideas and innovative strategies.
- Plan and manage regular campaigns to support the objectives of current projects and SCM collectively, including fundraising.

Content Creation and Management

- Create and manage content for SCM's website, social media, newsletters, and printed materials.
- Develop compelling storytelling pieces that showcase SCM's impact.
- Ensure internal communication channels between staff, volunteers and partners are working effectively, adapting methods and procedures when necessary.
- Manage SCM's social media presence across multiple platforms.
- Develop and execute a content calendar for regular updates and engagement.
- Monitor trends and adjust strategies to maximise digital impact.
- Write and distribute press releases and liaise with local media.
- Ensure brand consistency across all communication materials.

Changes to the above may be made by the Board of Trustees, with prior notice and in consultation with the postholder.