



# **Marketing and Communications Manager**

## **Job Description & Personal Specification**

**May 2019**

We are an award-winning  
social enterprise that helps  
people and places to thrive.



## **About Renaishi**

**Renaishi is a 20-year-old social enterprise on a mission to help people and places to thrive.**

Renaishi does three complementary things:

1. Provide employment and inclusion programmes for people experiencing disadvantage and exclusion from three offices in London (Hackney, Haggerston and Lambeth).
2. Work with institutions across the UK to help them understand and increase their impact on communities through research, evaluation and learning partnerships.
3. Generate insights and learning from across our work to help us explore what it takes to improve a place.

Understanding the place around a person helps us to provide meaningful support and advice, which leads to benefits for individuals and their communities.

In 2018 Renaishi turned 20-years-old and launched a new organisational strategy. As a social enterprise: a company limited by guarantee with social aims we have the opportunity to build our business, not around a specific product or charitable mission, but rather around a question: what does it take to improve a place?

Working with our External Communications Lead, you will play a central role in creating and delivering on that strategy by building an audience to explore how using place can achieve greater impact and change.

To do this, you will project manage the design and build of a new website that helps us to share our services, experience and thinking with a wider audience. You will help us build and maintain contact with our audience by sharing content through digital channels, print and events. This includes developing graphics, case studies, blogs, email marketing campaigns, and managing a small programme of events.

The kind of person we are after needs to have the skills defined within job description, but they also really need:

- To be a highly organised self-starter
- A “people-person” who shares our values
- To be creative and have excellent communication skills



**How to apply**

Please apply via our job portal with a CV and covering letter outlining your skills and experience against the job description/personal specification.

CLOSING DATE: 5pm on Friday 31<sup>st</sup> May 2019 – applications received after this time will not be considered.

If you have any questions about the role, please email Louise Kavanagh (external communications lead) to arrange a conversation ([l.kavanagh@renaisi.com](mailto:l.kavanagh@renaisi.com)).

We envisage a two-stage interview process, but we will confirm this upon receipt of applications.

1. Telephone screening
2. Face to face interview and a practical test

**Renaishi is an equal opportunities employer.**

**NO AGENCIES PLEASE**

## Job Profile



<b>Job Title</b>	Marketing and Communications Manager
<b>Accountable to</b>	External Communications Lead
<b>Location</b>	Head Office: 290-296 Mare Street, London, England, E8 1HE (May be required to work from other Renaishi Offices)
<b>Salary</b>	Up to £28,000 per annum PRO RATA
<b>Hours of Work</b>	21 hours per week (equivalent of 3 days, Monday to Friday)
<b>Superannuation</b>	Renaishi is a member of the NEST pension scheme. You will be automatically enrolled into this scheme, subject to eligibility.
<b>Annual Leave</b>	25 days per annum, plus statutory and public holidays, PRO RATA.
<b>Travel</b>	Interest free season ticket loans are available after 3 months of service. Travel costs are paid for journeys made other than from your residence to work and back.
<b>Terms and conditions</b>	A staff handbook will be issued to the successful candidate with their offer letter.

## Job Description



<b>Job Title</b>	Marketing and Communications Manager
<b>Function of the Post</b>	
<p>Demonstrably increase awareness of Renaishi's services and thinking with external audiences.</p> <ol style="list-style-type: none"> <li>1. Manage and maintain Renaishi's communication channels, including project managing the design and build of a new website.</li> <li>2. Maintain a database of Renaishi's audience and ensure regular, consistent communication of Renaishi's services, experience and learning to that audience.</li> <li>3. Use your technical skills to create engaging communication assets (eg images, video and infographics).</li> </ol>	
<b>Duties &amp; Responsibilities</b>	
<p><b>Project management</b></p> <ul style="list-style-type: none"> <li>• Work with external communications lead and selected website agency to project manage the design and build of a new Renaishi website.</li> <li>• Support colleagues to use a contacts database and develop a project plan for future CRM needs.</li> <li>• Deliver the aims and actions of the communications strategy.</li> </ul> <p><b>Digital marketing and communications</b></p> <ul style="list-style-type: none"> <li>• Maintain and update Renaishi's website (<a href="http://www.renaishi.com">www.renaishi.com</a>). This will include ensuring content is up-to-date and optimised to support the user journey and experience.</li> <li>• Develop and maintain Renaishi's social media presence, ensuring that it is used to cultivate a dynamic relationship with Renaishi's priority audience(s). This will include managing all of Renaishi's social media channels (LinkedIn, Twitter, Facebook and YouTube) and liaising with staff to curate or create and schedule relevant content.</li> <li>• Support the collection of audience insight and marketing performance data (e.g. Google Analytics, Mailchimp, social media) to monitor, report on and improve audience engagement.</li> <li>• Support the production and delivery of Renaishi's marketing and communications collateral – printed and digital. This will include proofreading, editing and helping with the design of eg reports, presentations and e-newsletters.</li> <li>• Design and layout marketing collateral using InDesign, Photoshop and Illustrator and commission external agencies and associates where required e.g. design, print, copy-writers and photography.</li> <li>• Help to co-ordinate and create stand-out communications to promote Renaishi's services, experience and learning e.g. through the use of compelling content, email marketing, videos, podcasts, infographics and photography.</li> </ul> <p><b>Events support</b></p>	



- Plan, co-ordinate and promote external events (likely 2 in 2019) that help to share Renaishi learning and experience, and build relationships with priority audiences.
- Manage event logistics and operations e.g. sourcing venues, booking catering and refreshments, managing online registrations, issuing joining instructions, set-up and set-down etc.
- Help produce all event communications including promotional materials, speaker biogs/briefings, display and branded merchandise, and event reports and write-ups.

**Brand management**

- Support the effective management and application of Renaishi's brand by helping staff to understand and adhere to brand guidelines
- Help maintain and grow the catalogue of Renaishi branded templates and resources e.g infographics, project summaries/case studies, icons.
- Support Renaishi staff and external stakeholders and partners to effectively use the Renaishi brand guidelines and templates, providing guidance and training, as appropriate.

**General**

- Carry out all duties in accordance with Renaishi, its Equal Opportunities Policy and Charter.
- To work in accordance to confidentiality and data protection
- To maintain appropriate relationships with clients and other agencies to promote the interests of the Company
- In addition to the above, to provide support to the senior management team and other departments to help achieve corporate objectives.
- The list above is not to be regarded as exclusive or exhaustive and flexibility is required.

## Personal Specification



Job Title	Marketing and Communications Officer	
Job Requirements	(E)= Essential (D)= Desirable	
<b>1. Equalities</b> <ul style="list-style-type: none"> <li>• Proven and demonstrable commitment to the principles and practice of equal opportunities.</li> </ul>	E	
<b>2. Experience</b> <ul style="list-style-type: none"> <li>• Website design and build projects</li> <li>• Execution of marketing and comms strategies</li> <li>• Using and maintaining CRM systems</li> <li>• Creating graphic design elements for digital and print use, using Adobe Creative Suite</li> <li>• Using website content management systems, particularly Wordpress</li> <li>• Using social media strategically and planning content, using Hootsuite</li> <li>• Event management (including planning, guest list management, venue liaison)</li> <li>• Using Mailchimp and Surveymonkey</li> <li>• Experience of digital monitoring and optimisation tools and techniques, such as Google Analytics and social media insights.</li> </ul>	E D D E E D D E E	
<b>3. Knowledge</b> <ul style="list-style-type: none"> <li>• Digital project management methods</li> <li>• Digital mar/comms techniques and softwares e.g. email marketing, social media and content marketing</li> <li>• Design and production of multimedia marketing assets (eg graphics, video, podcasts)</li> <li>• Delivering and running events</li> <li>• Interest in one /some of the following:               <ul style="list-style-type: none"> <li>○ Local government and civil society</li> <li>○ Economic development</li> <li>○ Regeneration and housing</li> <li>○ Community development</li> <li>○ Equalities and community cohesion</li> <li>○ Service design and improvement</li> </ul> </li> </ul>	E E D D E	
<b>4. Skills/Aptitudes</b> <ul style="list-style-type: none"> <li>• A self-starter who can work independently and likes to take the initiative</li> <li>• A 'people-person' with a positive attitude who conducts themselves professionally and confidently</li> <li>• Excellent strategic and analytical skills and sound political judgement</li> <li>• An ability to tell compelling stories using a range of formats and media</li> <li>• Attention to detail and content-editing skills</li> <li>• Excellent project management skills</li> <li>• Excellent IT skills, proficient in Microsoft Office programs</li> </ul>	E E D E E E E	



<ul style="list-style-type: none"> <li>• An interest in working in the not-for-profit sector</li> <li>• Ability to prioritise and work under pressure</li> <li>• Flexible in approach and ability to be quick thinking and resourceful</li> </ul>	<p>E E</p>
<p><b>5. Qualifications</b></p> <ul style="list-style-type: none"> <li>• Hold a professional qualification in a related discipline e.g. CIM, CIPR</li> <li>• Minimum of 2 years' experience in marketing, communications or public relations with demonstrated success.</li> <li>• Educated to degree level or equivalent</li> </ul>	<p>D E D</p>