



**Job Title:** Communications and Engagement Manager

**Responsible to:** Executive Manager

**Overall Purpose of the Job:**

As part of the Region team, the Communications and Engagement Manager will lead the Communications and Marketing team to ensure delivery of the Girlguiding South West England Region Strategy.

They will be responsible for growing our reach and impact through the positive promotion of Girlguiding South West England to external audiences, engagement with press, supporting our membership through effective internal communications and deliver a range of digital content which supports our strategy. In addition, this role will develop and led the delivery of an external engagement strategy and set up and support staff and volunteer led projects in the area of Growth and Retention, Communications and Engagement.

**Main Areas of Responsibility:**

- Line Manager to the Communications Officer and Marketing and Communications Officer
- Be the staff lead for and support the Chief Commissioner Team and Lead Volunteers in delivery of the Inclusive and Impactful aspect of the Region strategy
- Work with the Deputy Chief Commissioner and Lead Volunteer for Communications and PR and lead the Region Marketing and Communications Team to create a Marketing and Communications strategy for the Region and to facilitate its delivery.
- Lead on the development of an external reach strategy and develop new projects which may include an ambassador scheme, strengthening relations with Press and Media and new marketing resources.
- Oversee digital content, promotional design material and information created for Region Website(s), Social Media and Communications by the Region Communications and Marketing Team
- Work with Region Staff and volunteers to ensure events and activities create impact through press coverage and public engagement
- Lead on Regional press and media engagement as required
- Work alongside lead volunteers and external consultants on the research, design, development and administration of region projects and initiatives.

**General:**

1. To ensure the well-being of the volunteer in all activities for Girlguiding South West England.
2. To conduct all activities in a manner which promotes and enhances the image and reputation of Girlguiding South West England.
3. To carry out such other duties not detailed above but as directed by the Executive Manager that may reasonably be required from time to time to ensure the smooth operation of Guiding in South West England and delivery of the Region's Strategic Plan. This will include: being flexible in the hours worked in the day to day running of the office; ensuring a prompt and courteous response to all enquiries at all times; and maintaining confidentiality on all matters at all times.
4. To assist in the organisation and running of Girlguiding South West England activities, challenges and events including Region conferences and special events. This may include some travel.
5. To be prepared to work occasional Saturdays/Sundays and be prepared to work flexibly during the working week in support of Girlguiding South West England meetings and events. The job-holder will be entitled to take Time-off-in Lieu (TOIL) for weekend and evening working (see also the South West England Staff Handbook).

**Interviews will take place on Monday 11 July 2022.**

## **Person Specification**

<b>Dimension:</b>	<b>Criteria</b>	<b>Essential / Desirable</b>
Experience	Experience of working in a busy office environment and managing a diverse and varied workload	E
Experience	Experience in working effectively as part of a team	E
Experience	Experience in leading a team	E
Experience	Experience working for a non-for-profit or membership organisation	D
Knowledge and Skills	Excellent written communication skills	E
Knowledge and Skills	Knowledge of handling confidential data appropriately	E
Knowledge and Skills	Knowledge of Girlguiding and understanding of its statement of purpose	D
Knowledge and Skills	Excellent verbal communication skills including telephone manner	E
Personal Qualities	Ability to manage and organise own time/workload and achieve deadlines	E
Personal Qualities	Conscientious, reliable, attention to detail	E
Personal Qualities	Strong focus on building and maintaining positive relationships with all stakeholders and the ability to work with and relate to people at all levels and backgrounds	E

### **Contract Type**

This is a full time (35 hours a week) permanent post.

### **Location**

The position will be based at the Girlguiding South West England's office, St Ann's Manor, 6-8 St Ann Street, Salisbury, Wiltshire, SP1 2DN.

### **Salary/Rate**

The salary is £28,000 - £30,00 per annum, depending on experience

### **Working Hours**

The core hours are 35 hours per week to be worked over five days. There will also be the occasional requirement to work at the weekend and in the evening, for which you will be entitled to time off in lieu.

### **Probationary Period**

The post will be subject to a probationary period of six months.

### **Holiday Entitlement**

25 days per annum plus bank holidays

### **Pension Scheme**

Upon completion of three months' service, you will be eligible to join the Girlguiding Group Personal Pension scheme. The scheme is contributory. Full details are available from Girlguiding South West England.

June 2022