

JOB DESCRIPTION

Job title:	Communications Manager
Responsible to:	Communications Director
Reports in:	Communications Officer Events Coordinator
Salary:	Level 1: £44,000 - £47,999 Level 2: £48,000 - £51,999 Level 3: £52,000 - £57,000
Location:	Home-based, with regular travel to London and nationwide events
Employment type:	Permanent
Weekly hours:	35hrs p/w

JOB PURPOSE

The Communications Manager will support the Communications Director in the delivery of Local Partnerships' marketing, communications and public affairs engagement activities, helping to embed a clear and consistent brand identity and grow the organisation's profile and impact in a rapidly changing political landscape.

This is a key role responsible for the day-to-day planning and execution of communications and marketing activity across digital, print and media channels. The postholder will help deliver high-quality campaigns and content that inform, influence and inspire a diverse range of stakeholders, clients and staff.

As the operational lead for communications delivery, the Communications Manager will coordinate resources, oversee content pipelines, manage suppliers and directly support colleagues across business units in promoting their work and strengthening the Local Partnerships brand across the sector.

This post will deputise for the Communications Director as needed and will line manage the Communications Officer.

While this is a senior role, it remains a highly practical and hands-on position. The post holder will be expected to contribute actively to the delivery of events and activities - including drafting copy, taking minutes and providing on-the-ground support as needed.

PRINCIPAL ACTIVITIES

Campaign Delivery & Content Oversight

- Lead the planning and execution of integrated marketing and communications campaigns.
- Develop high-quality content for digital, social media, print and internal channels.
- Work with programme leads to increase awareness of - and showcase the impact of - Local Partnerships' work.
- Manage timelines and editorial calendars to ensure timely delivery of content.
- Develop and implement Public Affairs strategy, creating and executing public affairs plans, including setting objectives and KPIs
 - Build Relationships: establish and maintain strong relationships with policymakers, government officials, and other relevant stakeholders
 - Policy Monitoring and Analysis: track policy developments, analyse their potential impact, and advising senior management.

- Advocacy and Communication: represent the organisation's interests and engaging in public engagement
- Reputation Management: ensure the organisation's reputation is effectively managed in the public sphere
- Issue Management: address and mitigate potential public policy threats and opportunities
- Stakeholder Engagement: engage with a variety of stakeholders, including government officials and industry groups

Team Leadership & Resource Management

- Commission and manage external suppliers including designers, copywriters, and video producers.
- Deputise for the Communications Director in meetings, events and stakeholder engagement as needed.

Digital & Brand Oversight

- Ensure all outputs reflect the organisation's brand, tone of voice and visual identity.
- Oversee day-to-day digital presence including social media, the website and newsletters, ensuring that Local Partnerships is front of mind for public sector decision-makers.
- Support Search Engine Optimisation (SEO), analytics and audience insight work, contributing to website engagement and raising the profile of Local Partnerships.

Media & External Engagement

- Manage media inquiries, pitch stories, and ensure consistent messaging across different media platforms
- Support media relations, including drafting press releases and briefing notes.
- Help build and maintain a database of key contacts and strengthen engagement with decision-makers and stakeholders.
- Coordinate events, campaigns and announcements in collaboration with relevant teams.

Internal Communications

- Support delivery of internal communications including staff briefings, all-staff events, and newsletters.
- Work with leadership to ensure employees are informed, engaged and aligned with corporate messages.

Monitoring & Evaluation

- Support the development of KPIs and dashboards to track communications impact.
- Report on key metrics (e.g. web traffic, engagement, brand reach) to inform continuous improvement and demonstrate ROI.

Person Specification

Essential:

- Lived experience of media relations and public affairs.
- Proven experience in a communications or marketing role within a complex organisation.
- Excellent written and verbal communication skills, with strong editorial judgement.

- Experience in developing and managing communications plans and content pipelines.
- Strong understanding of digital platforms, CMS, analytics tools and social media scheduling.
- CIM qualified or similar
- Confident working across teams and with senior stakeholders.
- Ability to manage multiple priorities with a collaborative, can-do approach.
- Experience of line managing staff or overseeing contractors and suppliers.

Desirable:

- Experience within Welsh Government / county councils or Central Government departments.
- Understanding of public sector communications and/or consultancy organisations.
- Familiarity with accessibility and inclusion standards in digital content.
- Experience in supporting crisis or reputational risk communications.
- Knowledge of branding, design and production tools (e.g. Canva, Adobe, SharePoint).

Working at Local Partnerships

We are committed to being a flexible, inclusive and supportive employer. This role is home-based with regular travel for in-person meetings and events. We are proud of our values-led culture and our growing commitment to equity, diversity and inclusion.