



Supporting children  
through the loss of a loved one

## COMMUNICATIONS & MEDIA MANAGER

- Location:** East Court, College Lane, East Grinstead, RH19 3LT
- Hours:** 12/15 hours per week, to be worked over 2/3 days (there may be an opportunity for increased hours in the future)
- Salary:** £25,000 pa (pro-rata)
- Annual Leave:** 25 days + public holidays (pro-rata)
- Responsible to:** Business Development Manager (initially – this may change)

Jigsaw (South East) is a local child bereavement charity, covering Surrey, Mid Sussex and surrounding areas. We offer advice and support services to children and young people in the lead up to and after the death of a loved one. Our vision is that children and young people will not be alone in their bereavement journey.

The Charity finds itself on the brink of an exciting period. It has just begun to refresh and revisit its strategy which will clearly inform and lead all future communications. It will also begin a review of its website and brand guidelines.

In the first instance this exciting and varied role plays a key part in publicising the valuable work of the charity, to increase awareness of our services and support our fundraising activities. The post-holder will create engaging content through social media, our website and other communications, mainly to external audiences, but also internally from time to time.

The successful candidate will already have experience of working in communications, ideally within the charity sector, or have gained the key skills needed in a similar role. Fundamental to the role is experience in digital communications and the ability to write news pieces.

However, there could be further opportunity for the successful candidate to develop and deliver the Communications Strategy as this becomes more defined.

The post is office-based in East Grinstead, but with it is likely over 50% of the time will be worked from home. The role is part of a small, friendly team who all care passionately about what we do and work collaboratively together.

The core hours and days will be agreed with the successful candidate. The role will require some flexibility from time to time, but it also offers the post-holder flexibility around either another role or other commitments.

### **1. Main Purpose of Job**

To promote Jigsaw (South East), its services and fundraising efforts and its impact upon bereaved families as well as those who are facing the death of a close family member through serious illness.

### **2. Principal Duties and Responsibilities**

This successful candidate will possess excellent written skills, be well organised and have the necessary IT skills to successfully do the job. You will be required to work both independently and within a team and have the ability to work well under pressure, often juggling several tasks at once. Responsibilities include both day-to-day tasks as well as those that develop our communications in support of our communications strategy.

1. Generate engaging content for our social media platforms with news of fundraising successes/appeals and service updates in order to increase awareness of the charity.
2. Keep the website regularly updated with news, resources and information, oversee the website support contract and lead on improvements to the website as needed.
3. Produce our newsletter (with content provided by members of the team) and ad-hoc reports about our service and fundraising activities.
4. Assist in the communications for fundraising campaigns (email and social media) in conjunction with the fundraising team.
5. Produce or commission short films and maintain our library of photos and videos.
6. Generate stories and case studies of our service users, using sensitivity and discretion, through liaison with the service teams and users.
7. Oversee the design and production of leaflets and other printed materials that are in line with branding guidelines and our values.
8. Identify new opportunities through digital channels and maximise these to increase awareness of what we do and help increase our number of followers and income.
9. Develop and lead the plan for our ongoing planned communications, prioritising stories as appropriate.
10. Lead on the production of our annual Impact Report.
11. Produce occasional press releases and articles to local publications.
12. Support the management team in raising the profile of the charity and marketing its services across its geographical area in order to extend our reach.

## **PERSON SPECIFICATION**

### **Essential**

- Background in digital communications
- Excellent written communication skills
- IT skills – confident in the use of WordPress or similar, social media (Twitter, Facebook and Instagram), Office 365 (Word, Excel), MS Publisher and PowerPoint

- Well organised with a meticulous attention to detail
- High level of self-motivation and ability to work independently and to deadlines
- Sensitivity to the work of the charity and the impact of bereavement on families
- Be able to manage and maintain confidential/sensitive information with professionalism, adhering to privacy and security policies

#### **Desirable**

- Experience of working for a charity and fundraising communications
- Experience of producing animations/video clips for use on social media
- Experience and knowledge of Search Engine Optimisation and Google analytics
- Experience of Canva and Hootsuite

#### **Personal Qualities**

- Creativity – ability to think outside the box
- An excellent team player
- A self-starter who can work autonomously and is well organised and can meet deadlines
- Flexible with an ability to prioritise multiple tasks

*Jigsaw (South East) is committed to promoting equality and diversity and a culture that actively values difference and recognises that a diverse workforce contributes to our aim of making our services inclusive and accessible to people from all sections of the community.*

*Jigsaw (South East) works with children and young people and we are committed to their safety and welfare. The successful applicant will be required to complete a satisfactory DBS check and comply with our Safeguarding policy and our Fundraising Code of Practice. The role will also be subject to satisfactory references.*