**ROLE DESCRIPTION**

**Post:** Communications Manager  

**Remuneration:** £37,500 per annum (Pro rata 0.8 FTE actual £30,000 per annum)  

**Contract:** Permanent, subject to funding  

**Hours:** 30 hours per week. Flexible days/hours, hybrid office/home working  

**Location:** Dementia Adventure, Unit 11, Old Park Farm, Ford End, Essex, CM3 1LN  

**Responsible to:** Head of Development & Communications  

*Dementia Adventure* is a multi-award-winning national charity, established in 2009. We think differently about dementia. We look at what people can do, not what they can’t. We believe that with the right support, everyone with dementia can get outdoors, experience the well-being benefits of nature and enjoy more active and fulfilled lives. We provide supported dementia holidays (Adventures), and dementia training for family and friends, professionals and organisations.

**Our vision:** A more active and fulfilled life for everyone living with dementia.

**Our mission:** Supporting people with dementia to get outdoors and experience the benefits of nature.

**Values:** Positivity, Care, Connection, Empowerment, Inclusivity.

**Purpose of the role:** To lead Dementia Adventure’s marketing and communications to build brand awareness, promote our services and activities, support income generation, and communicate our impact, in support of the Dementia Adventure business plan, charitable mission and objectives.

The successful applicant will work closely with stakeholders across the organisation to lead communications activity which maximises our stakeholder relationships, partnerships and fundraising, engaging audiences in Dementia Adventure’s mission through creative, strategic and effective storytelling across multiple channels from digital, social media, PR and media. They will work closely with the Head of Development & Communications working in line with the 3-year Strategic Framework towards the charity’s strategic goals and mission. They will line manage a Communications Officer.

**Main Duties and Responsibilities:**

1. Work with the Head of Development and Communications to develop and implement Dementia Adventure’s communications strategy in order to increase awareness of DA, reach more people, grow engagement with our services, raise more funds, and cultivate our positioning as an authority in the dementia sector
2. Plan and execute all marketing and communication activities and for Dementia Adventure to support the objectives of the charity business plan and communications strategy
3. Champion the Dementia Adventure brand creating relevant messaging and assets for campaigns
4. Support the development of the communications budget to achieve set objectives
5. Collaborate with the Communications Officer and third party agencies to deliver bespoke content and resources
6. Monitor and evaluate the impact of communications activity, including use of Google Analytics, to facilitate a proactive and positive approach to learning and improvement
7. Develop and oversee the annual content plan
8. Write engaging content for a variety of audiences and channels that is consistent with brand guidelines and core values
9. Increase reach and engagement on our social media channels. Including analysis of insights data
10. Manage the DA website; driving website traffic, optimising SEO; ensuring content is up to date; has a consistent tone of voice; user experience is clear and performance of content is measured
11. Oversee a regular schedule of email marketing, growing our subscriber base and creating engaging, relevant content including testing to optimise results
12. Develop press and media relationships, including writing press releases
13. Lead on the development of an effective library of videos, photos, quotes and other key assets and materials to maximise the effectiveness of our communications
14. Develop good working relationships with colleagues across all teams, fostering collaboration and understanding of comms practices and processes
15. Any other duties commensurate with the post, agreed with the line manager
16. Work in a manner which actively supports and promotes the organisational aims and objectives
17. Attend team meetings at Essex HQ, and elsewhere as needed.

PERSON SPECIFICATION

The post holder should be able to demonstrate **experience** and **skills** in each of the following areas:

**Essential**

- Demonstrable experience in developing, leading and delivering high, quality, effective communications strategies that achieve desired results
- Significant experience in designing communications campaigns for a range of target audiences and understanding the correct channels to reach them
- Ability to generate and develop creative and innovative ideas, with a good eye for brand, design, film and photography
- Experience of developing and managing a website, including tech and content SEO requirements
- Experience of leading the PR and activities of an organisation
- Experience in developing and maintaining a strong organisational brand
- Experience in using analytics to learn and shape strategy
- Excellent computer literacy skills especially Microsoft Office and Google Workplace, and other software such as Canva, Hootsuite, Mailchimp (or similar)
- Effective project management skills
- Ability to create briefs and work with external partners and agencies
- Ability to gather and collate monitoring data for Social Impact reporting
- Confident and skilled communicator, both written and verbally
- Ability to maintain high levels of accuracy
- Creative and proactive approach to all areas of work and the ability to work independently
- Excellent time management and organisational skills enabling you to plan and prioritise incoming workloads
- A team player, able to develop collaborative, strong and effective working relationships, both with internal and external stakeholders, third party agencies and direct reports
Desirable

- To be aware of and sensitive to the needs and issues faced by people living with dementia and their carers
- An interest in outdoor pursuits or being an advocate for the benefits of getting outdoors and into the natural environment
- Willing to learn and take on new skills as may become necessary
- Database experience, particularly CRM systems
- Demonstrable commitment to the ethos of equal opportunities and diversity (see below).

Equality, Diversity and Inclusion: Dementia Adventure is committed to equality, diversity and inclusion, and is keen to ensure that anyone who comes into contact with the organisation and its services is treated with warmth, dignity and respect irrespective of who they are and what protected characteristics they may have. We are an equal opportunities employer and encourage applications from all suitably qualified persons regardless of their race, gender, disability, religion/belief, sexual orientation or age.

Benefits Package: Statutory annual leave entitlement (25 days plus 8 bank holidays FTE pro rata), rising by one extra day per 12 months of employment up to a maximum of 30 days, pro rata. Flexible working arrangements, contributory work-based pension scheme. We also offer a wider range of other staff-related benefits.