

JOB DESCRIPTION

JOB TITLE



**EDITORIAL AND INTERNAL COMMUNICATIONS
MANAGER**

TEAM



FUNDRAISING AND MARKETING

CONTRACT TYPE



PERMANENT

REPORTING TO



HEAD OF COMMUNICATIONS

LOCATION



LONDON HEAD OFFICE

HOURS OF WORK



34.5 HOURS PER WEEK

ANNUAL LEAVE



**22 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS, PLUS THREE
ADDITIONAL DAYS TO BE TAKEN OVER THE CHRISTMAS PERIOD.
FURTHER DAYS OF LEAVE WILL BE EARNED AFTER TWO YEARS OF
SERVICE – SEE THE EMPLOYMENT HANDBOOK FOR DETAILS.**

OUR VISION

Our vision is a world where every working animal lives a life free from suffering and is treated with compassion

OUR MISSION

Our mission is to improve the welfare of working animals in the world's poorest communities. We do this through treatment, training and teaching. We **TREAT** by providing free veterinary care when animals suffer or when emergencies strike. We **TRAIN** by building expertise among vets and promoting humane care by animal owners. We **TEACH** children to develop positive beliefs, respect and compassion towards animals.

SUMMARY OF ROLE

The Editorial and Internal Communications Manager will manage and support the delivery of various fundraising, marketing and communications projects, materials and activities (both digital and offline), to generate awareness and support for the SPANA brand. This work will range from copywriting and editing for various materials, to project-managing assigned activities (such as supporter publications and staff e-newsletters) and checking materials for editorial quality and adherence to the SPANA brand. The role will also provide wider support across the Communications team and the wider Fundraising and Marketing department, including case study research and development, content research and provision and contributing to the drafting of speeches. This varied role will suit a talented, versatile and dynamic writer, editor and marketing/communications professional.

KEY RESPONSIBILITIES

Editorial and internal communications management

- Write, edit and project-manage assigned SPANA communications and marketing materials, including the SPANA News supporter newsletter and Annual Review.
- Develop, write and edit communications for staff, volunteers and other internal audiences, including staff announcements and the staff e-newsletter.
- Support the Head of Communications with key projects and activities as required.
- Generate and source copy and content for SPANA marketing, communications and fundraising activities and materials, including the SPANA website and social media channels.
- Support the day-to-day running of SPANA's key digital channels, including the website, social media and email marketing, as required.
- Provide senior stakeholders, including the Chief Executive and directors, with communications support, including presentations and speeches.
- Contribute to the active monitoring of SPANA social media channel activities and responses, liaising with colleagues as appropriate.
- Proof-read and check SPANA materials for editorial quality and adherence to the SPANA brand (visual and verbal identity).
- Act as a guardian of the SPANA brand and advise staff and other stakeholders on how to ensure the brand's vision, mission and values are portrayed accurately.

Communications support and administration




- Work with colleagues to support the development and live updating of the communications and internal communications activity plans.
- Support the sourcing, updating and provision of case studies, using ResourceSpace as necessary.
- Co-ordinate with SPANA colleagues to ensure the availability of accurate project information to marketing and fundraising colleagues.
- Undertake market research as requested, in order to support various communication projects, initiatives and campaigns to help ensure they are successful.
- Work closely with Fundraising colleagues to ensure activities are fully integrated,
- Provide ad hoc support to communications and marketing projects as required.
- Assist the Head of Communications and the rest of the team in general administrative requirements, as necessary.

Other

- Attend meetings and events, representing Communications as required.
- Work to ensure all SPANA communications are accurate, trustworthy and fully adherent to our brand and values, while meeting all legal requirements.
- Actively adhere to all Communications policies and procedures.

It should be noted that this is a new role and the job specification and remit may develop over time. The postholder should be happy to adapt and take on new and different tasks.

PERSON SPECIFICATION

<p>KNOWLEDGE, TRAINING & QUALIFICATIONS</p> 	<ul style="list-style-type: none"> • Trained and qualified in communications, marketing or journalism, or equivalent in experience. • Strong written and verbal communication knowledge, including proven insight into how to communicate clearly, consistently and persuasively about a cause. • Knowledge of successfully communicating to different external and internal target audiences, to achieve specific objectives. • Excellent IT and software knowledge, including Word, Powerpoint, Outlook and Internet Explorer, plus knowledge of using web content management systems and social media channels. • Knowledge of communications best practice and legal requirements, including consent and GDPR. • Knowledge of the current charity market and communications trend within the sector.
<p>EXPERIENCE</p> 	<ul style="list-style-type: none"> • Experience of working in a communications and or/marketing role or equivalent, with a track record of delivering communications that raise awareness and support for a brand. • Experience of writing and proofreading/sub-editing copy, for offline and digital purposes. • Experience of liaising with designers, printers and other suppliers concerning the production of materials. • Experience of supporting and building good working relationships with colleagues and senior stakeholders. • Experience of using social media and CMS channels to build awareness and engagement. • Experience of ensuring communication activities adhere to a brand identity. • Project management experience, including of driving an activity from development to delivery.
<p>SKILLS & ATTRIBUTES</p> 	<ul style="list-style-type: none"> • Skilled writer, editor and communicator, who can successfully work across offline and digital channels and activities. • Project management and co-ordination skills. • Excellent interpersonal and persuasive skills. • A skilled team player, who also has the ability to work independently and take responsibility for own areas of work. • A brand champion, who can persuade others to adhere to the SPANA brand and values. • Ability to build effective working relationships with a diverse range of stakeholders, at all levels of seniority. • Strong administrative and planning skills. • A conscientious, positive and friendly team player • Upholds and adheres to SPANA's core values.

OUR VALUES

EXCELLENCE

- WE ARE MOTIVATED BY OUR COLLEAGUES, BENEFICIARIES AND SUPPORTERS TO BE THE BEST WE CAN BE.
- WE SEEK EXCELLENCE IN OUR WORK AND ARE NOT AFRAID TO TRY NEW THINGS.
- WE ARE PASSIONATE AND OPTIMISTIC; WE WORK THROUGH BARRIERS TO ACHIEVE SUCCESS.
- WE ARE BRAVE AND COURAGEOUS IN ALL ASPECTS OF OUR WORK.

RESPECT

- WE ARE TOLERANT AND CONSIDERATE OF EVERYONE'S RIGHTS, CULTURES AND BELIEFS.
- WE TREAT EVERYONE EQUALLY, WITH DIGNITY AND RESPECT.
- WE ENGAGE WITH SENSITIVITY AND COMPASSION, TAKING TIME TO LISTEN AND UNDERSTAND SITUATIONS IN ORDER TO MAKE INFORMED DECISIONS.
- WE EMPATHISE WITH OUR BENEFICIARIES AND USE BOTH KINDNESS AND OUR PROFESSIONAL EXPERTISE TO RELIEVE THEIR SUFFERING.

INTEGRITY

- WE USE OUR RESOURCES ETHICALLY AND CONSIDER SPANA'S SUSTAINABILITY.
- WE ARE ACCOUNTABLE, TAKING RESPONSIBILITY FOR, AND OWNERSHIP OF, OUR WORK.
- WE MAKE DECISIONS WITH INTEGRITY AND HAVE THE COURAGE TO STAND BY THEM.
- WE ACT WITH HONESTY AND HUMILITY AND ARE NOT AFRAID TO FAIL SO THAT WE CAN ALL LEARN.
- WE ARE LOYAL AND DILIGENT IN ALL ASPECTS OF OUR WORK, PERSEVERING TO OVERCOME CHALLENGES.

COLLABORATION

- WE COOPERATE AS A TEAM, EMPOWERING EACH OTHER AND THE COMMUNITIES WITH WHICH WE WORK.
- WE SUPPORT ONE ANOTHER, WITH A FLEXIBLE AND ADAPTABLE APPROACH TO GET THE JOB DONE.
- WE SHARE SPANA'S VISION, VALUES AND GOALS.
- WE VALUE EVERYONE'S CONTRIBUTION - THEIR KNOWLEDGE, SKILLS AND PROFESSIONAL EXPERTISE - TO ACHIEVE OUR COLLECTIVE GOALS.