

JOHN SMITH TRUST

INSPIRING LEADERSHIP ▶ PROMOTING GOOD GOVERNANCE

Employment opportunity: Communications Manager

About the John Smith Trust

The [John Smith Trust](#) (JST) promotes good governance, the rule of law and social justice in twelve countries across Eastern Europe, the Caucasus and Central Asia. The JST runs UK-based fellowship programmes to inspire and equip leaders and change-makers from across the region to make positive contributions to their societies; and also supports its network of former fellows by running online and in-person events, enabling fellows to connect, share and collaborate with each other and with counterparts in the UK.

In response to the pandemic, the JST has increased its focus on supporting its network of former fellows, launching a new online networking platform and building an active and supportive online community. This has been an exciting step for the JST and has created new opportunities for programme development as well as for communicating with our fellows and other key stakeholders.

About the role

The JST is looking for a skilled and creative Communications Manager who will create vibrant messaging about our activities, value and impact and help us elevate our communications within our target region and the UK.

As a skilled, all-round communications specialist, you will work as part of our small team to develop and deliver external communications and content strategies that demonstrate the purpose and value of JST's work, support us to achieve our goals and reflect the media consumption patterns of our various stakeholders. You will maintain and develop JST's presence across all our communication channels (our website, social media and online networking platform) to engage our community of fellows and supporters. You will also help shape the future direction of the organisation by providing communications input into our strategic development.

Criteria

- At least five years' relevant experience in a communications, digital or publications role, within the NGO sector
- Relevant qualification or equivalent experience in communications, digital media or international relations
- Excellent writing and editing skills for different audiences
- Experience of planning, managing and delivering varied communications materials
- Proficiency in WordPress or similar CMS, social media scheduling tools and channels, MailChimp/similar mail campaign builders, Canva/similar graphic creation tools
- Experience of community building using online communications tools and platforms
- Ability to manage and prioritise workload with multiple competing deadlines
- Well-organised with meticulous attention to detail, calm and adaptable
- Ability to work on own initiative and within a team
- Strong project management skills to ensure timely and quality communications products by working with external and internal stakeholders
- Interest in good governance, rule of law and social justice issues
- Knowledge of in-house intranet sites or networking platforms
- Knowledge of Russian and interest in Eastern European/Caucasus/Central Asian region
- Experience of line management

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Job Description – Communications Manager

1. **Job Title:** Communications Manager
2. **Reports to:** Director
3. **Responsible for:** Operations & Communications Administrator
4. **Location:** UK (Flexible, remote working)
5. **Contract:** Part-time (minimum of 24 hours per week)
6. **Salary:** £ 35-37.5K FTE
7. **Benefits:** Six weeks' paid holiday per year, generous pension and flexible working
8. **Job purpose:** The purpose of the role is to develop and deliver strategic, creative and impactful communications methods and materials that support the JST to meet its organisational objectives of building an active alumni network and running fellowship programmes.

9. Key Task Summary:

- Work with JST team to develop and deliver compelling content that communicates JST's value and impact using key communication channels, including through the website, social media, Alumni Network Platform, email campaigns
- Manage and develop JST's proactive and reactive social media presence in line with the organisation's objectives and values
- Manage JST's website, ensuring content is up to date
- Coordinate development of a communications content plan linked to programme activities, ensuring content is consistent on all our digital communication channels
- Write and/or edit content as needed including mailouts, newsletters and blog articles and direct video editors in completing additional material
- Monitor, report on and analyse all aspects of communications and adapt activity as necessary
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Act as a 'brand guardian' ensuring consistency across all internal and external communications
- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk
- Feed into organisational strategy from a communications perspective
- Commission and manage communications stakeholders as needed e.g. designers, videographers
- Line manage administrator
- Ad hoc tasks in relation to programmes

To apply, please submit your CV and a cover letter to admin@johnsmithtrust.org