



## **PART TIME COMMUNICATIONS MANAGER**

### **JOB DESCRIPTION AND TERMS & CONDITIONS**

#### **Terms and conditions**

**Job Title:** Communications Manager

**Reports to:** Partnerships and Communications Director

**Salary:** 30k-34k pro rata plus generous benefits

**Hours:** 21 hours per week, which can be flexibly applied

Occasional evening work may be required

ELBA operates on a hybrid flexible working basis, where staff work both in-office and remotely throughout each week. The specific distribution of days in-office and remote work may vary depending on activities and events.

**Duration:** Fixed term 12-month contract (renewable)

**Annual Leave:** 27 days per annum plus public holidays pro rata

2 days volunteering leave

**Location:** East London Business Alliance  
3rd Floor, City Reach  
5 Greenwich View Place  
London E14 9NN

#### **About ELBA**

ELBA is the leading social regeneration charity in east London. It facilitates corporate investment from over 100 organisations into community programmes across the growth boroughs of Hackney, Greenwich, Newham, Tower Hamlets and Waltham Forest. ELBA also manages an award-winning employment and skills programme and in 2014 launched London Works, a not-for-profit graduate recruitment agency.

With 30 years of experience enabling successful partnerships between businesses and communities, each year ELBA deliver over 10,000 employee volunteers into the community and work with over 200 local organisations to help build their capacity and support their beneficiaries. ELBA also support almost 800 local people into work through its employment and skills programme.

ELBA has an excellent employees benefits package including generous leave, flexible balance between working from home and the office, above sector average maternity and paternity pay, 5% pension contribution, life assurance, and a great learning and development programme, including access to free accredited courses up to degree and post-graduate level.

## **Purpose of the job**

We are seeking a skilled and proactive Communications Manager to join our team. Working closely with the Partnerships and Communications Director, the role will help deliver ELBA's Communication Strategy and external comms.

With a background in design, and a knowledge and ability in web design, build and management, the Communications Manager will manage ELBA's visual identity/design work and website. This role will combine hands-on content creation with design application to enhance our organisational storytelling, digital presence and stakeholder engagement.

Overseeing a cross-departmental committee that helps facilitate all-team involvement in comms, the Communications Manager will support and help generate content for the website, social media and newsletters.

## **Job Description**

### **Key Responsibilities**

#### **Strategic Communications**

- Working closely with the CEO and Partnerships and Communications Director, refine and implement the organisation's communications strategy
- Help align organisational priorities with communications activity and audience needs
- Working with key internal and external stakeholders to identify opportunities for amplifying impact stories and key initiatives
- Monitor sector trends and digital performance to inform communications direction
- Collaborate with internal teams and partners to ensure coherent messaging across channels

#### **Website and Digital Design**

- Manage ELBA's visual identity/carry out design work, write and schedule social media posts on scheduling platform
- Manage WordPress website by uploading, editing and formatting content using
- Make minor design and layout changes to the website (fonts, photos, promo banners, etc.)
- Create the Mailchimp newsletter, and search for and source images for news articles

#### **Performance Monitoring**

- Gather and analyse quarterly data and metrics for website, newsletter and social media performance
- Provide insights and recommendations to improve reach, engagement and content effectiveness
- Maintain content calendars and communications logs to support planning and reporting

#### **Content Creation and Editing**

- Create, co-create, edit and upload content
- Ensure content is accurate, engaging, well-written and in line with house style

- Source and include licensed images to enhance content
- Edit and upload ad hoc website content

### **Newsletters and Campaigns**

- Design and distribute a monthly newsletter using Mailchimp
- Support with social media scheduling and platforms (Instagram and LinkedIn) by creating engaging posts and enhancing brand image
- Produce a bi-monthly “Volunteering Opportunities” poster using existing templates
- Support planning and delivery of campaigns that support organisational goals

## **Person Specification**

### **Essential Skills and Experience**

- Proven experience in a communications, content or digital marketing role
- WordPress back-end and front-end knowledge and skills
- Technically-able with experience using newsletter software such as Mailchimp, as well as generally being proficient using a range of digital tools and software.
- Proficient in basic graphic design and layout using InDesign or equivalent
- Strong written English and editing skills with high attention to grammar, style and brand tone
- Demonstrated ability to contribute to and deliver a communications strategy
- Organised and self-motivated, with excellent planning and time management
- Confident interpreting and using digital analytics to inform decisions
- Collaborative, with excellent communication skills and ability to work with diverse stakeholders

### **Desirable Skills**

- Website maintenance, updating plug-ins and modules when needed, ensuring the site is running as smoothly as possible, and fix any bugs –
- Support ad hoc visual content needs including simple graphics and formatted reports using InDesign or similar
- Familiarity with the voluntary or social impact sector
- Experience designing content for campaigns, newsletters or public-facing reports
- Interest in community development, employment or corporate social responsibility
- Knowledge of brand management principles and visual identity design

ELBA wants to represent the diverse community we support and aims to be an inclusive employer in terms of ethnicity, disability, sexual orientation & background. We are an equal opportunities employer, and we welcome all applications.

Please note this role is required to have an enhanced Disclosure and Barring Service (DBS) check.

The successful candidate will be required to comply with ELBA's safeguarding policies and any appointment will be subject to satisfactory references as well as DBS.