



Discovering
treasure
in life's scars

Communications Manager (Mat Cover) Job Description

Introduction to Kintsugi Hope

Kintsugi Hope is a charity launched 24 February 2018, set up with the vision for 'A world where mental and emotional wellbeing is understood and accepted, with safe and supportive communities for everyone to grow and flourish.'

Kintsugi Hope is working with partner organisations across the whole of the UK to see our vision become a reality.

Role Purpose:

The role of the Communications Manager is to ensure Kintsugi Hope has a strong digital presence, sharing stories of hope and lives transformed in such a way to inspire organisations and people to partner in the vision. Working closely with all areas of the organisation, the Communications Manager is responsible for creating well designed, well written communications for a variety of audiences. This role is responsible for curating good branding and messaging.

Job title: Communications Manager

Responsible to: Head of Fundraising & Communication

Place of Work: Hybrid or Remote.

Salary: £18,900 pro rata (£31,500 FTE)

Contract : 22.5 hours a week

Benefits: 25 days holiday plus Bank Holidays (pro rata for part time)

Entitlement to pension following 3 months' probation period

Main Responsibilities

Responsibilities: General

- Accountable for implementing an overall communication strategy for Kintsugi Hope, working with the Head of Fundraising & Communications.
- Responsible for gathering Participant and Partner Organisation 'Hope Stories' to tell internally and externally to inspire the team and promote growth of PO's and fundraising.
- Responsible for the Kintsugi Hope website, including any future design and building.
- Accountable for coordinating and creating written articles, newsletters, podcasts, blogs etc.
- Responsible for creating high quality, branded social media content that supports the overall strategy
- Responsible for the curation and development of the Kintsugi Hope brand, including creating brand templates and guidelines.
- Responsible for story telling and building the impact narrative of Kintsugi Hope.
- Responsible for communication to key channels including radio, media, festivals.
- Responsible for planning and managing the design, content and production of all marketing material including flyers, banner stands.
- Responsible for supporting all functions of Kintsugi Hope with communication including newsletters, event flyers, banner stands, podcasts, blogs etc
- Responsible for dealing with all press enquiries, Radio, and TV.

General Administration

- Assisting Kintsugi Hope team generally with events, including tours, one-off events, conferences, fundraising events and other ad hoc general administration requirements.

Culture:

- Clearly live out and embrace the cultural values of Kintsugi Hope.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the Charity.

Other Responsibilities Include:

- Being willing to pray alongside staff and volunteers, and fully engage with our Christian ethos

- Encouraging friends, family and other contacts to support the charity through the Hope Giver programme and other fundraising initiatives
- Attending annual Kintsugi staff retreats and conferences
- Completing all compulsory Kintsugi Hope training within given timescales

Measurable Outputs:

- Achieve target level of visits to website
- Achieve target level of media/social media engagement
- All blogs and newsletters prepared and sent on time.
- Projects/tasks set by the CEO completed on time and to the expected standard

Person Specification

Education/Qualifications

- Professionally qualified by suitable demonstrable experience
- GCSE Maths and English

Knowledge/Experience

- At least one year's experience of working in a charity communications role (essential)
- Experience of graphic design, web design and video editing (essential)
- Experience of working within the charitable sector with the constraints and opportunities this presents.
- Experience of working in a Christian environment, communicating with church leaders and members of congregations (desirable)
- Experience of photography with some portrait experience (desirable)

Skills/Abilities

- Excellent attention to detail.
- Ability to communicate clearly and sensitively including excellent listening and communication skills, both verbal and written.
- Motivated by compassion towards people struggling with their mental and emotional wellbeing
- Strong IT skills, in particular Microsoft 365.
- Able to project manage and meet deadlines.
- Ability to contribute to the big picture, strategically thinking ahead.

- Excellent interpersonal skills with the ability to engage successfully and work collaboratively with others both internal and external at all levels, with a positive, flexible 'can-do' approach.
- Excellent organisational skills, ability to manage multiple priorities, work to deadlines and work on own initiative without day to day direction whilst maintaining a commitment to team work.
- Able to actively promote the cultural values of Kintsugi Hope through their work both internally and externally
- Able to relate and communicate effectively to secure media coverage.
- Able to understand/sympathise with a variety of Christian denominations
- and streams within the UK.
- Able to collaborate across teams and departments.
- Proactive in initiating ideas.

All adults working in or on behalf of Kintsugi Hope have a responsibility to safeguard and promote the welfare of children and adults. This includes:

- A responsibility to ensure a safe environment in which Kintsugi Hope services can be delivered
- Identifying children and adults where there may be safeguarding concerns
- Following the Kintsugi Hope Safeguarding policy in addressing any concerns appropriately

All Kintsugi Hope employees and contractors are required to have a satisfactory DBS check and be compliant with the Kintsugi Hope Safeguarding and Code of Conduct policy

Last Updated: October 2024