



## COMMUNICATIONS MANAGER

|                           |   |
|---------------------------|---|
| <b>Job title</b>          | Communications Manager  |
| <b>Responsible to</b>     | Leader  |
| <b>Key interface with</b> | Leader, Executive Director, Wild Goose Publications, Wild Goose Resource Group, other managers, volunteers, the media, website providers, funders |
| <b>Salary</b>             | Band H, £32,891 - £37,329   |
| <b>Contract</b>           | Permanent, full time (part-time considered)   |
| <b>Holidays</b>           | 37 days per year, inclusive of public holidays  |
| <b>Hours</b>              | 35 hours per week (part-time considered)  |
| <b>Location</b>           | Home based with travel to Glasgow, Iona and other places  |

*The Iona Community is committed to being a diverse and inclusive organisation that promotes equity and dismantles systems of power and privilege. We encourage all qualified applicants to apply and we are determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race.*

### **Job purpose – what you are working to achieve**

- Excellent communication within the Iona Community
- Excellent communication by the Iona Community
- The development and continual improvement of Iona Community communications

### **Key responsibilities – what you are responsible for**

- The Iona Community communications strategy
- The Iona Community marketing strategy
- Effective and consistent communication within the Iona Community
- Effective and consistent communication by the Iona Community
- Promoting the presence and reputation of the Iona Community and its concerns
- The Iona Community website: [www.iona.org.uk](http://www.iona.org.uk) and presence on social media platforms

### **Specific tasks – what you are required to do**

- Implement and monitor the Iona Community communications strategy that projects a positive image of the Iona Community to the public
- Implement and monitor the Iona Community marketing strategy
- Liaise with all Iona Community departments ensuring that their communications are well planned and clear
- Promote and cover Iona Community events
- Manage/support the production and release of publications, newsletters, booklets and letters
- Manage [www.iona.org.uk](http://www.iona.org.uk) ensuring that it remains current, informative, engaging and inspiring
- Oversee website optimization, SEO, security and compliance
- Manage the posting of daily prayers and services on the website and social media
- Ensure that all communications comply with the Iona Community house style and occasionally review that style
- Advise Common Concern Networks/Regions on communications and where appropriate undertake to communicate on their behalf
- Create resources and communications including flyers, banners, posters, postcards and other communications materials
- Commission content including blogs, videos, podcasts
- Ensure that all internal communications are smooth, efficient and effective; review systems systematically
- Manage volunteers covering events on social media and website using video, audio, and live tweeting
- Support the development of the international presence of the Iona Community
- Support senior staff in writing copy for press releases and statements
- Maintain and develop a digital library, including photographs and video, to be used or archived as appropriate
- Prepare communication reports for the Leader and Executive Director
- Plan and execute communications strategies for specific events and campaigns
- Ensure that communications are inclusive, compliant and accessible to broad audiences
- Develop quality control mechanisms for all communications
- Be the primary point of contact with the Scottish Churches Parliamentary Office (SCPO)
- Manage the communications budget

- Draft and issue external communications including: press releases, fact sheets, opinion pieces and reports
- Respond to media inquiries, manage media contacts, and maintain relationships with the media
- Other reasonable duties that the Leader or Executive Director may ask you to perform

### **Leadership and Management**

All staff in leadership and management posts should encourage high standards and actively promote the values of the Iona Community. They share responsibility for the wellbeing and professional development of all staff. All employees are expected to engage in continuing professional development, to model a healthy work/life balance and to step in for colleagues as necessary.

### **Key Competencies – skills and qualities you are required to demonstrate**

- Excellent written and spoken communication
- The ability to synthesize complex issues and deliver succinct summaries quickly
- Skill and experience using and adapting to new technologies and working in a virtual environment
- Excellent attention to detail, including proof-reading skill
- Experience interpreting data and quantitative information into digestible, published pieces
- Good attendance and an abundance of energy
- Reliability and integrity
- The ability to inspire, motivate, challenge and support staff
- The ability to delegate tasks and responsibilities appropriately
- Excellent interpersonal skills
- Working collaboratively and juggling multiple competing tasks
- The ability to function effectively under pressure
- The ability, when necessary to act quickly and decisively
- Preparedness to show initiative and take risks
- Good judgement and knowing when to seek advice or support
- The ability to engender a team spirit and motivate colleagues
- Commitment to the purpose, practice and values of Iona Community: *Inspired by our faith, we pursue justice and peace in and through community*

Signed: \_\_\_\_\_ Postholder: \_\_\_\_\_ Date: \_\_\_\_\_

Executive Director: \_\_\_\_\_