Job Description and Person Specification

Job title:	Communications Manager (Maternity Cover – 12 months fixed term contract)
Location:	Home-based with some travel across the UK as required for the role
Travel required:	As required for the role including team meetings, content creation, Campaigner days etc – agreed travel can be expensed
Contract:	12-month fixed term contract. Full-time (35hr/week) or part-time considered (28hr/week minimum).
Salary grade range	£38-40k FTE
Reports to:	Head of Fundraising & Communications
Direct reports:	This post may recruit and line manage volunteers
Criminal Records Check:	None required

About Changing Faces

Changing Faces is here for everyone with a scar, mark or condition on their face or body. We provide life-changing mental health, wellbeing, and skin camouflage services. We work to transform understanding and acceptance of visible difference, and campaign to reduce prejudice and discrimination.

We won't stop until everyone with a visible difference or disfigurement is supported and respected.

Overall Purpose of the Role

Changing Faces is embarking on a new strategic period with a new community-focussed service model; clear campaign priorities; and a focus on diversifying income. Our communications underpin this work, growing our audience and helping more people with visible difference access support and join a movement for change.

The postholder will lead work with our campaigners and other people across the visible difference community to co-develop content and campaigns, raising awareness and engaging more people with Changing Faces.

Managing two campaign moments throughout the year and leading our social media channels, the postholder will work with colleagues across services and fundraising and the community to deliver engaging content and create a safe, empowering community. This

role will also support work across national and regional media, and work with the fundraising team to support appeals.

This is a fantastic opportunity to make a real difference to people living with visible differences, and ensure nobody feels alone with their visible difference.

Key Activities

Key responsibilities include:

1. Planning and scheduling regular social media content (Instagram, Facebook, TikTok, LinkedIn) that is led by the voice and experiences of the visible difference community. Work with the Transformation and Fundraising teams to ensure content reaches a diverse audience and converts audience members into service users and fundraisers. Use audience insight, social trends and performance data to continually improve and grow our social media presence.
2. Create compelling, audience-led content across all platforms, including writing copy, developing creative concepts, producing and editing graphics and short-form video, and creating or briefing visual assets. Lead collaborative Comms Planning meetings with wider teams to ensure cross-working to meet priorities, and supporting the team to use shared communications planning documents.
3. Identify and respond to social media opportunities through proactive horizon-scanning, including relevant news, social trends, cultural moments, (campaigns and awareness days. Respond quickly and appropriately to relevant reactive opportunities, ensuring content is timely, authentic and aligned with Changing Faces' values and objectives.
4. Play the lead role in developing and delivering strategic campaign activity, working with the Head of Fundraising & Communications, Digital Manager and wider teams to deliver two key campaign moments across the year (Face Equality Week and Halloween). Work closely with campaigners to support campaign activity.
5. Excellent stewardship of Changing Faces Campaigners, Ambassadors and other community members, encouraging them to share their story and create engaging content led by lived experience.
6. Monitoring our social media channels during working hours to ensure comments, complaints and queries are dealt with appropriately and in good time, identifying issues that need any response or escalation.
7. Supporting and building our engagement with celebrities and influencers who align with our work through our social channels.
8. Producing regular social media analytics and insights, including identifying trends, opportunities and challenges, and sharing results with key stakeholders and using findings to inform future activity and to grow our audience.
9. Work closely with the Digital Manager to improve journeys and ensure social media content aligns with other communications e.g. enewsletter.

10. Work collaboratively with partner organisations to ensure our community can access the support and information they need e.g. through collaborative posts and promotion of co-developed support activities.
11. Build on our Meta ads, working closely with the Fundraising and Transformation teams to identify need and audiences.
12. Work with the Head of Fundraising & Communications and freelancers to drive media opportunities – proactively contributing to pitches for relevant stories, campaigns, spokespeople and expert commentary to relevant journalists, writing for press, briefing campaigners/community members to share their story with media, and building relationships with journalists and other media contacts.
13. Support wider influencing work to improve representation in media through engaging our community and contributing creative and strategic ideas.
14. Support delivery of the Communications Business Plan and Strategy, supporting wider communications work and playing a lead role in audience mapping and insight, and ensuring consistent tone of voice across our communications.
15. Work collaboratively with the Communications team to actively promote fundraising opportunities, including supporting delivery and monitoring of Meta ads.
16. To undertake any other roles or responsibilities that may be reasonably required to support Changing Faces' communications and campaigns.

Person Specification

Criteria	Essential or Desirable
Experience of creating engaging content for social media platforms including but not limited to Facebook, Twitter, Instagram (stories, grid, and reels), and TikTok.	E
Experience of writing clear, inclusive and emotive copy that inspires audience to take action.	E
Experience of producing reports and analytics on social media performance and using this to identify opportunities and risks, feeding in to future plans.	
Experience of developing and delivering creative, audience-led campaigns from initial idea through to implementation.	E
Ability to work as part of a team, contributing ideas and engaging with alternative suggestions and ways of working.	E
Strong commitment to Changing Faces values, vision and purpose and to keeping the voices of people with visible differences at the heart of all work.	E
Excellent interpersonal and relationship-building skills with the ability to engage and work effectively with a wide range of stakeholders.	E
Experience of using social media planning and monitoring services.	E
Experience of working with media (TV, print, online)	D
Experience of supporting volunteers/ a community to create content for social media platforms.	D