**Communications & Engagement Manager**

Location: Remote, with potential travel across England and Wales

Hours: 32-35 hours per week

 Salary: £31,000 FTE per annum

**About Governors for Schools**

We’re a national education charity with the ambition of making sure every school has excellent governance which drives improved outcomes for all children and young people. Since 1999, we’ve been connecting skilled and committed volunteers with schools and academies in England and recently we have expanded our service into Wales. By finding and supporting a diverse and talented network of governors, we help to drive systematic change in how schools are run. Right now, we’re evolving and growing. By enhancing the services we offer, and expanding our work with corporate supporters, key partners and within local communities, we are supporting schools to achieve excellent governance. It is an exciting time to be part of our organisation and make a real difference in education. In 2022 and 2023 we launched a Trustee Recruitment Service and Chair Recruitment Service to support this expanding sector of governance.

**About the Role**

Working as part of the marketing & communications team, you will oversee the creation and delivery of our campaigns, plan the annual online conference and other events with the marketing and communications team, and build relationships with organisations who can support, contribute to and participate in our campaign, virtual events and online resources. You will be supporting our strategy for engaging potential governors and trustees with a focus on compelling copy-writing and profile raising for the charity.

**In your role, you’ll support the Marketing and Communications team on key areas of activity:**

**Campaigns**

* Work with the marketing and communications team across all aspects of our campaign delivery to ensure that more volunteers are recruited to the governor / trustee role.
* Liaise with campaign partners and sponsors to ensure the messages are broadcast widely.
* Oversee copy-writing ensuring it’s appealing and effective. Plan recruitment focused blogs and campaign resources with support from the Marketing and Communications Executive
* Liaise with external agencies to deliver campaign visuals
* Arranging webinars, podcasts and panel events from start to finish through sourcing and coordinating event speakers, steering on content and promoting to audience
* Monitoring and evaluating the delivery of our events, capturing lessons learned and making recommendations for future improvements

**Copy-writing and communications:**

* Liaise with the Senior Partnership Team, Recruitment Team and Trustee Recruitment Service Team to understand the organisation’s needs for Marketing & Comms
* Work collaboratively with the Impact Team to deliver against these requirements, ensuring consistency across all services
* Ensure that the communications budget is used efficiently and effectively
* Draft engaging copy to publicise our service which can be used in marketing collateral

**Diversify our funding to be sustainable:**

* With support from the Head of Charity Development, look at sponsorship opportunities and develop proposals for our marketing and communication projects, particularly related to the campaign and conference
* Assist with the preparation of larger funding bids and reports to funders while taking on the responsibility of submitting smaller bids

**Annual conference**

* Support the Marketing and Comms Team’s planning and delivery of our annual, virtual conference. Work with colleagues across the whole organisation to engage their support to ensure successful delivery of the event from start to finish.

**National School Governance Awareness Day (NSGAD)**

* Work with colleagues from Governors for Schools and our NSGAD partner organisation to support the effective delivery of the National School Governance Awareness Day

**Strategic communication**

* Support the development and lead the delivery of communications strategies for our newly established Trustee Recruitment Service, Chair Recruitment Service, and further projects and charity initiatives
* Engage with national media to further raise our profile in the education landscape

**Partners and collaborations**

* Engage with and grow our current education sector partnerships
* Build and develop relationships with partner organisations to create valuable, high quality resources (to sit within our campaigns) that are of benefit to our placed governors
* Manage our relationship with external stake holders (e.g. other charities, foundations, awarding bodies) with integrity, ensuring excellent customer service and collaboration to successfully deliver projects
* Ensure partner and collaborator records are up-to-date with all recent activity and information.

You will report to the Head of Charity Development and work closely alongside our Brand & Digital Marketing Manager and Marketing and Communications Executive.

**The above list is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by the overall business objectives.**

**You should apply if** you are a passionate and flexible communicator who loves campaign planning, communications and getting messages across effectively to diverse groups of people. We are looking for someone with knowledge of marketing and communications and willing to further develop in this area, and who is happiest when working with a diverse team with many different skills. You will need to be positive and proactive, with a flexible approach and an ability to use initiative and remain calm under pressure. A person who has a strong understanding of written English and can adapt their writing to fit our organisation house style is essential. A working proficiency of WordPress, Canva and Adobe suite is desirable. While education or governance experience isn’t essential, it would make your CV stand out!

**Salary and benefits**

* Flexible working arrangements at 32-35 hours per week.
* Generous holiday allowance of 33 days (pro rata for part time employees) including Bank Holidays, increasing with long-term service.
* Wellbeing hours (3.5 hours per quarter).
* Membership with HEKA, a fitness and wellness benefit.
* Volunteer hours given to carry out a governor role.
* Allocated time for personal professional development.

We know that diversity is a strength in the workplace and that harnessing this diversity will create a workplace in which everyone feels valued, where their talents are fully utilised, and where our aims are met. We welcome applications from all suitably-qualified candidates, irrespective of gender, disability, marital or parental status, racial, ethnic or social origin, colour, religion, belief, or sexual orientation.

To help us recruit and retain diverse employees, we have reviewed our recruitment process and will:

* Advertise on a range of job boards to reach a diverse pool of applicants.
* Redact identifying information from applications before shortlisting.
* Have different people shortlist and interview candidates.
* Have set criteria which candidates are scored against to minimise bias.
* Involve all employees in the recruitment process.
* Commit to training staff on Diversity and Inclusion and hold ourselves accountable to our Diversity Policy.

[Please apply via Charity Jobs.](https://www.charityjob.co.uk/jobs/governors-for-schools/communications-engagement-manager/931286?tsId=8)

We’ll be reviewing applicants on an ongoing basis so early application is encouraged. **Applications without a cover letter will not be considered.**