



Job Title:	Group Communications Manager
Hours:	Full time (35 hours a week)
Contract:	Fixed Term Contract (9-12 months maternity cover)
Salary:	£40,000 per year, pro rata
Reports to:	Chief Executive Officer
Location:	(Hybrid) St Vincent's Centre, Carlisle Place, London, SW1P 1NL

Who We Are

The Daughters of Charity were founded in 1633 by St Vincent de Paul and St Louise de Marillac with the primary mission of serving the poor and those in need in the model of Jesus Christ. Daughters of Charity Services was founded in 2012 to help sustain and develop the shared Vincentian charism and values which continue to serve as an inspiration and commitment across our group of member organisations.

Daughters of Charity Services operates as a family of charities across Britain, providing a diverse range of services to various communities in need of support, from working with Roma women and families in Glasgow, to providing homecare to elderly people living alone in Westminster. Each organisation is independently run, but forms a part of the Daughters of Charity Services family through their shared commitment to our Vincentian Values, and a commitment to collaborate in order to best serve those experiencing poverty, exclusion or isolation.

The Group Communications Manager will be based within a small central team, and will also work closely with both the group of charities and in collaboration with a wider network of like-minded organisations seeking to speak out on behalf on those in greatest need. The Group Communications Manager will be responsible for helping shape the advocacy agenda of our group of charities, and for leading on the co-ordination of advocacy efforts for a wider group of charities seeking to articulate the central importance of dignity, solidarity and justice in our response to the increasing poverties we see across our society.

Our Mission

Our family of Vincentian charities stand in solidarity with the most vulnerable people in our society, responding practically to present and emerging poverties and working to challenge structural injustice.

Our Vision

To live in a just society where the most vulnerable people are served with dignity, love and justice in the spirit of St Vincent de Paul.

Our Values

We work with and serve people of all faiths and none, drawing inspiration from our Christian roots and our Vincentian heritage. Our Vision and Mission are reflected in five core values, which are the driving force of all works within Daughters of Charity Services:

1. Serving people who are experiencing the effects of poverty
2. Respecting each person's dignity
3. Being compassionate and kind
4. Enabling choice and change
5. Acting in solidarity for justice

Role Overview

The role of the Group Communications Manager will be to support the mission of Daughters of Charity Services through leading our work on communications, advocacy and campaigns.

As a family of charities, ensuring close, effective, and regular communication with a wide range of stakeholders across and beyond our group is of critical importance. The successful candidate will be able to find effective ways of supporting each of these communities to engage with their own group of stakeholders.

The successful candidate will be expected to work closely with the CEO and with the leadership of our member charities to ensure that the focus of any campaigns they develop align with the mission, ethos and Vincentian values of Daughters of Charity Services. The successful applicant will share our passionate desire to challenge structural injustice and to strive to create a more just and equal society for all.

Key Responsibilities

- To build on our existing work in creating effective advocacy campaigns to ensure that the needs and voices of people we support, and those on the margins of society, are heard by those who shape policy.
- To further develop and implement an effective communications strategy to ensure that our community of stakeholders are kept well informed of key developments across the group and beyond.
- Fostering and leading effective collaboration with a wider range of organisations who also wish to challenge structural injustice and inequality. This will include developing a strong network of key contacts across the various branches of the Vincentian family and beyond
- Building strong relationships with the various groups which sit within Daughters of Charity Services, and an understanding of their respective sectors. This will include travel across Great Britain to engage with groups and key stakeholders
- Coordinating the regular gathering of engaging stories and multimedia content from the group of charities in order to develop regular newsletters for national and Provincial distribution, and for the development of engaging impact reports
- Taking a proactive approach to media engagement, highlighting the impact made across the group, and effective utilisation of online resources to extend our reach and impact, including the management of our website and social media accounts
- Working closely with the Research & Policy Officer to build awareness of the work of the group, and ensure that evidence from across the group feeds into our wider communications and campaigns work
- To lead on the planning and delivery of our annual Vincentian Values Week
- To develop appropriate campaigns materials, including: press releases; joint statements; election manifesto; social media graphics; posters; leaflets; and other media
- To lead on the commissioning, development and launch of a new website for Daughters of Charity Services
- Ensuring that all materials and messages targeted to external audiences are in line with our organisational values and strategy
- Identifying potential reputational risks and proposing solutions to mitigate and manage these effectively

- Developing and facilitating platforms through which those experiencing the effects of poverty, isolation and exclusion can be empowered to speak out for themselves
- Building on the identity and specialist focus of each group member of Daughters of Charity Services to both amplify this whilst also highlighting the common Vincentian ethos which drives us all
- Identifying appropriate opportunities for Daughters of Charity Services to contribute to existing, external campaigns

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post. The duties and responsibilities may change and develop over time. Therefore this job description is subject to amendment, in consultation with you.

Person Specification

Experience

- Experience of developing public-facing campaigns which enhance public understanding of complex issues.
- Experience of using imaginative ways of engaging with stakeholders and members of the public.
- Experience of developing and leading organisation-wide or national communications strategies
- Experience of collaborating with external stakeholders on a common goal
- Strong track record of dealing with journalists and the media
- Experience of developing effective social media strategies
- Experience of developing alliance-based campaigns
- Experience of writing press releases
- Experience of leading or shaping significant national campaigns, including securing national press coverage
- Experience of successfully gaining the support of elected officials for your cause

Skills

- Excellent verbal and written communication skills, with an exceptional ability to communicate effectively with a variety of audiences through a range of formats
- Ability to use storytelling as an effective engagement tool
- Highly organised, efficient, self-motivated and able to prioritise competing tasks
- Ability to speak persuasively and engagingly to senior figures from politics, media, academia and business
- Strong networking skills and the ability to build working relationships with multiple external organisations
- Ability to establish and manage a strong online presence for the organisation, including content creation, scheduling and monitoring
- Proficient with relevant design software, and experienced in the use of Squarespace, WordPress, or other content management systems

Knowledge

- Knowledge and understanding of poverty and social disadvantage, and its impact on people's lives
- Understanding of, or a clear willingness to learn about, the role of the Vincentian Family in responding to need, and the underlying commitment to the preferential option for the poor
- Understanding of the most effective ways to map, target and engage a diverse range of stakeholders
- Understanding of, or willingness to learn, the Charity Commission's guidance on campaigning rules in an election period

Values

Daughters of Charity Services is an organisation with Catholic faith roots and a Christian identity; however, we firmly believe that the Vincentian Values to which we are dedicated are accessible and relatable to people of all faiths and none.

Critical to the role is that the successful candidate must be confident in promoting the Vincentian and Christian identity of the organisation as central to understanding the nature of the work that is undertaken, and the principals of the preferential option for the poor which underly it.