

## YOUR NEW ROLE AT THE TRUST

|                   |                                                                                                                                                                                                     |                                                                                        |
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| <b>JOB TITLE:</b> | Communications Manager                                                                                                                                                                              | <b>PAY BAND:</b>                                                                       |
| <b>FUNCTION:</b>  | Communications and Marketing                                                                                                                                                                        | Support<br>Delivering                                                                  |
| <b>THE TEAM:</b>  | The Communications team provides the organisation with strategic communications across internal communications, external communications, media relations activity and celebrity Ambassador support. | <b>Specialist/Managerial</b><br>Technical Lead/Function Head<br>Senior Leadership Team |

## WHERE YOU WILL FIT

|     |                            |                        |                               |
|-----|----------------------------|------------------------|-------------------------------|
| CEO | Director of Communications | Head of Communications | <b>Communications Manager</b> |
|-----|----------------------------|------------------------|-------------------------------|

## HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will develop and deliver case studies of Trust-supported young people, key messaging, and other communications for our partners and young people, helping to build an understanding of the Trust's work and ultimately increase support for young people.

## WHAT WILL YOU DO?

-  Develop key messaging, case studies and communications around equality, diversity, and inclusion, to share with partners, journalists, young people, and other external stakeholders as appropriate.
-  Have a national overview of Young Ambassadors, developing the engagement strategy.
-  Liaise regularly with the Operations Executives in the regions who hold responsibility for local pastoral care for the Young Ambassadors, ensuring that they maximise the development opportunities on offer through the programme.
-  Triage national requests for Young Ambassadors.
-  Write and edit case studies so they are fit for purpose.
-  Work closely with media relations colleagues, fundraisers, and other colleagues to tell young people stories in a compelling but still appropriate fashion.
-  Develop and deliver plans to communicate our young people stories and key messaging on our own channels, through our partner and Ambassador channels, and through the media.
-  Responsible for actively contributing to an equitable, diverse and inclusive workplace



**King's Trust**

## THE SKILLS YOU'LL BRING

All the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but do not have all the desirable experience, we would still love to see an application from you.

### WE REALLY NEED YOU TO HAVE THESE

| Skills & Knowledge                                                                                                                            | Why do we need this?                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ability to effectively develop rapport with young people and establish appropriate relationships.                                             | You will be liaising with Young Ambassadors regularly, advising them on Trust related activity and offering support                                                                                                     |
| Ability to think strategically and develop an engagement strategy for our Young Ambassador initiative                                         | The Young Ambassador initiative is relevant to many different teams within the organisation so lateral and strategic thinking will help you prioritise daily to achieve the best results for young people and The Trust |
| Ability to plan and deliver integrated communications campaigns, including content idea development, media sell in and social media           | As part of The Trust's Communications team, you will work on media and social media campaigns                                                                                                                           |
| Excellent planning and organisational skills and the ability to manage multiple priorities                                                    | The Communications team often handles multiple demands and short deadlines                                                                                                                                              |
| Excellent writing and editorial skills, including demonstrable experience of writing for different audiences and adhering to brand guidelines | You will be drafting communications for external audiences daily in this role                                                                                                                                           |
| Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills                         | You will be advising colleagues and partners on how to work with our Young Ambassadors and on other communications activity                                                                                             |
| Experience                                                                                                                                    | Why do we need this?                                                                                                                                                                                                    |
| Experience of providing advice, guidance and one to one support to volunteers and/or young people                                             | You will be advising young people and colleagues and other stakeholders in this role                                                                                                                                    |
| Experience of working in PR                                                                                                                   | Experience of the media environment will help when advising young people on communications and media related activity                                                                                                   |

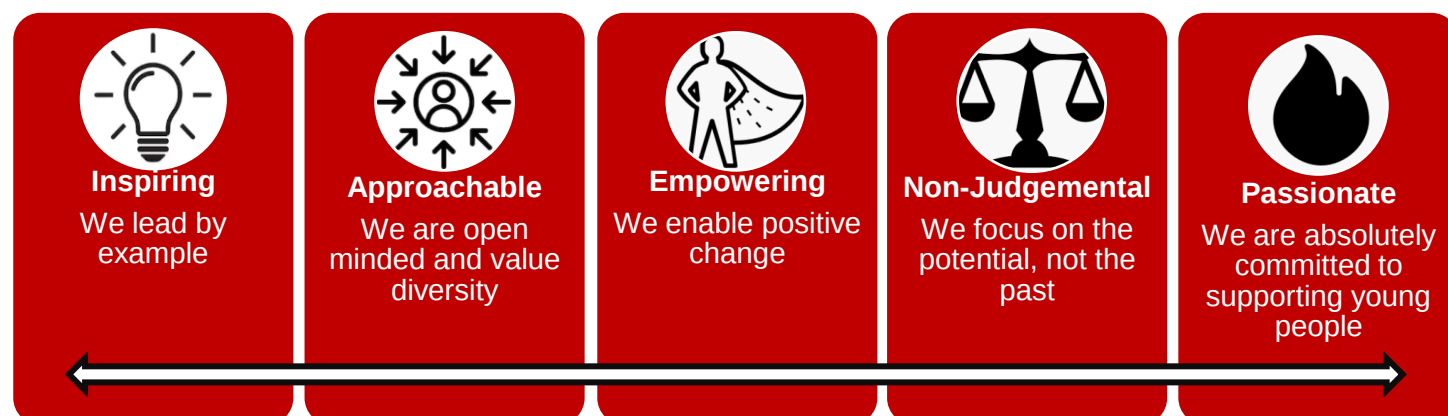
### WE WOULD LOVE IT IF YOU COULD DO THIS

| Experience                                                                       | Why do we need this?                                                                                                         |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Experience of creating and delivering an engagement strategy for volunteers      | This experience could help inform our future strategy                                                                        |
| Experience of a large and complex organisation in the public or voluntary sector | An understanding of the third sector will help when developing our key messaging and other communications in a media context |
| Experience of supporting young people within The King's Trust target groups      | This experience will put you in a strong position to support our Young Ambassador cohort                                     |

# WHAT DO WE EXPECT FROM YOU?

## OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and PULSE (LGBTQIA+ Network). For more information, [click here](#).

## OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

| Leading by Example                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Continuous Improvement                                                                                                                                                                                                                                                                                                                                                                              | Effective Communication                                                                                                                                                                                                                                                                                                                                                                                                          | One Team                                                                                                                                                                                                                                                                                                                                                                 | Delivering Results                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>You inspire others through a passion for what we do</p> <p>You keep young people and our end goal in mind</p> <p>You build trust in others through reliability and holding self-accountable for success</p> <p>Resilient in the face of challenges, not taking constructive criticism personally</p> <p>You're authentic and bring unique talents to work, encouraging others to do the same</p> <p>You role model integrity and act according to our Values</p> | <p>You champion change initiatives and help others see the benefits and opportunities</p> <p>You take an entrepreneurial approach to improving how we do things</p> <p>You seek opportunities to enhance your own development and build expertise</p> <p>You role model a positive and constructive approach to giving &amp; receiving feedback</p> <p>You support others in adapting to change</p> | <p>You're approachable, clear and assertive</p> <p>You cascade important and relevant information to others clearly and swiftly</p> <p>You treat people as individuals, tailoring communication and influencing style accordingly</p> <p>You communicate difficult messages and challenge others' thinking effectively</p> <p>You listen to and empathise with others to understand the root of situations before responding</p> | <p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You manage the expectations of others, gaining buy-in where required</p> <p>You share knowledge and information</p> <p>You build and invest in relationships across The Trust</p> <p>You use awareness of how your own team fits within the wider organisation to find solutions</p> | <p>You translate The Trust's long-term vision and strategy into actionable plans &amp; targets</p> <p>You take responsibility for making and implementing logical, data-based decisions</p> <p>You're flexible and responsive as priorities and requirements change</p> <p>You seek solutions and solve problems, empowering others to do the same</p> |

## THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.