



Post	Communications Manager
Reports to	Head of Communications & Marketing
Hours per week	35 hours per week, Monday to Friday. Occasional weekend and evening work as required
Contract Type	Permanent
Salary	£41,888 per annum
Location	Westway Trust, 1 Thorpe Close W10 5XL

The Westway Trust is a unique charity that stewards the resources of 23 acres of space under the Westway A40. In 2019, a local community campaign ensured that the Board of the Trust is led by local people and the Westway Trust now works together with the local community to enable North Kensington to thrive.

In 2021 a new plan was created for the organisation. This plan set a new vision, mission and values and the Trust now has a clear transformation programme to achieve social, environmental, and economic wellbeing and justice. Our leadership team is testament to our values as we strive for excellence and to deliver our ambition, we work with a full range of stakeholders including around 80 Member Organisations. You can see the organisations plan at: www.westway.org/about-us/horizon-plan/

The estate is home to more than three acres of public green space, 120 tenants including more than 20 charities and non-profit organisations, two sports and fitness facilities, 48 light industrial units, 4 car parks, 34 offices, 32 shops, and an Olympic-registered skate park.

We already receive more than one million visitors each year to the estate, and we want to expand the community, cultural, retail, sporting, and enterprise opportunities here together with improvements to the public realm so that it is a place the tenants and community is proud of, and even more visitors can enjoy.

Job Purpose

The Communications Manager is a pivotal role in the Trust responsible for:

- Managing the multimedia and digital ecosystem at Westway Trust
- Generate regular, creative and engaging multimedia content
- Play a key role in the development and implementation of content that demonstrates and promotes Westway Trust strategic priorities
- Line management of a small team

You will work closely with the Head of Communications and Marketing to develop and deliver annual Communications, Marketing and Engagement plans, and will also support colleagues and stakeholders with their communications and content creation.

Principal Accountabilities

The list below outlines the principal duties and tasks related to this role. This list is not intended to cover every responsibility as by the nature of this role, you will be expected to take ownership of the areas of accountability below and to develop the role in line with the needs of Westway Trust.

Multimedia creation and management

- Manage Westway film production kit
- Working knowledge of Westway audio kit
- Manage Social media platforms: Westway Trust, Visit Portobello, Adult Learning, Pop Up Crèche & Westway Arts
- Monitor and report the impact of social media campaigns
- Website backend administration: Westway Trust, Visit Portobello, Pop Up Crèche & Community Street

- Work with website Host Company: writing briefs, submitting tickets to developers, implementing new features and reporting site issues
- YouTube platform management
- Intranet administration: upload and create pages on behalf of HR team
- Research and implement the software for office reception digital screen
- Media library: photos & videos

Content Creation

- Developing content: Westway Trust, Visit Portobello, Adult Learning, Grant Recipients, Westway Arts & Pop Up Crèche
- Producing videos: researching, coordinating, filming & editing
- Writing briefs and working with photographers, videographers and designers
- Writing, co-ordinating and producing newsletters: Westway Trust, Adult Learning, Pop Up Nursery & Visit Portobello

Digital Marketing

- Support the Head of Communications and Marketing to develop and deliver annual Communications, Marketing and Engagement plans
- Work across the organisation to promote our work, opportunities and work of stakeholders
- Communications and Social Media strategies: Lead and work with project leads for individual campaigns to develop plans for content production, calendars for social media, and timeline for project start to completion

Quality Control

- Follow brand guidelines for videos, social media artwork and written content. Including updating content for other teams before public publishing or distribution
- Proof reading content for digital and printed materials
- Develop and manage contributor and material consent forms
- Show and confirm contributor approval before publishing video final cuts
- Gain sign off from Head of Communications and Marketing on all published content
- Ensure that appropriate images are used for social media posts

Events

- Technical support
- Developing and implementing marketing plans

Line Management

- Line management of a small team.

Relationship Building/ Networking

- Local community
- Colleagues
- Westway stakeholders
- All contributors featured in videos
- Adult Learning: newsletter team, tutors & learners
- Westway Arts: contractors, local artists, photographers and videographers
- Local economy: Westway tenants
- Supplementary schools

Digital Communications Support

- Internal: Supporting other teams with external & internal communications and content creation
- External: Supporting community groups with digital communications and content creation

Person Specification

You will need to have the right balance of knowledge and experience, working for a charity supporting and enhancing the lives of people in the local community.

- Experience in developing, maintaining and analysing the performance of digital channels to meet organisational objectives
- A minimum of 12 months' line management experience
- Experience growing online communities
- Experience and/or qualifications in multimedia production, including:
 - Pitching ideas/stories
 - Researching and arranging shoots
 - Pre-production administration
 - Production – location set up, shooting (filming), interviewing, presenting and visual mixing
 - Post production editing and exporting in Premiere Pro or similar software
 - Post production administration – digital and hard copy filing
 - Experience in audio content production, including:
 - Recording audio
 - Editing and exporting audio package
- Qualifications/skills in using all Adobe Suite programmes or similar, including:
 - Adobe Premiere Pro
 - Adobe After Effects
 - Final Cut Pro
 - Illustrator
 - InDesign
 - Photoshop
- Practical experience developing and maintaining online platforms including, but not limited to, websites, blogs, email marketing and form-building software
- Strong IT skills including the use of databases, Microsoft Office, HTML, email marketing platforms
- An awareness and understanding of developments in digital technologies and design, and a commitment to ensuring Westway Trust remains up to date with new ideas, capabilities and best practise
- A demonstrated ability to work across internal departments, understanding each team's unique communications objectives, together with the ability to generate content for vastly different audiences
- Excellent organisational skills and ability to work independently in a changing and multi-tasking environment with competing deadlines
- Proven ability to build relationships with external partners
- Demonstrable understanding and commitment to equal opportunities and diversity

The ideal candidate will demonstrate the Trust's Values— Courage, Equity, Integrity, Openness and Sustainability — at all times in their work and behaviours.