

JOB DESCRIPTION

Job Title:	STRATEGIC COMMUNICATIONS MANAGER
Managed By:	CHIEF EXECUTIVE
Contract Terms:	Fixed Term 12 months (with potential to extend and/or move to permanent)
Location:	Remote with optional part-time access to office base (and very occasional UK travel for work)
Salary:	£45,000 FTE* (this role is 0.5 of a 4 day / 32 hour week, PAYE with full benefits package - details available on request)
Hours:	2 days/week (16 hours per week)

*A 4-day week at CTP is considered full time and receives a full salary for 4 days work, so a 2 day week is 0.5 FTE. Please therefore recognise that this is equivalent to £57k pro rata at a 5 day week organisation

About us:

Centre for Thriving Places is a small, fast growing place-based not-for-profit consultancy offering strategic support, research, training and evidence-based measurement tools that put the interests and wellbeing of people, place and planet centre stage.

The time is now to switch the economic compass from consumption and growth toward wellbeing. This is no longer niche or aspirational – it is practised by governments, communities and organisations across the world. When fair and sustainable wellbeing is the collective goal against which we measure success across policy and action, the outcome is a thriving and resilient local economy that works for everyone.

It is an exciting time to be joining the team. We have grown from a team of four to nine in the past year and our work is gaining momentum and traction around the UK and beyond. We are currently working in towns, cities and regions across the country and have advised places and programmes on how to deliver a wellbeing economy around the world in the 15 years since we were set up.

We work with multiple partners across all sectors, from governments and community organisations, to academic, policy think tanks and social businesses. Our work is varied and flexible to the changing needs of the world around us and our reputation is growing.

We are excited to see this work gaining profile and need a communications professional who can help us better articulate our message, influence the wider debate and grow our impact.

For more information about our work, current and past projects and partners and examples of our publications and blogs, please visit our [website](#).

Role Summary:

Our key question is 'How are we influencing change?' This role is aimed at helping us to craft the right messages at the right time to enable us to do this well, and then ensuring we share them with the right audiences. . We are looking for someone who very much 'gets' the policy space in which we work, who is a brilliant communicator and understands how different communication channels work, is confident in reaching out to new channels to 'place' CTP spokespeople as speakers/writers etc., and has (or can develop) a good black book of key journalists and partners etc with whom we should have closer relationships.

The work will require skills in strategy, press work, partnership building and policy advocacy. Our key audiences include those working in local and regional governments and public sector organisations, community, social enterprise and voluntary sector anchor networks and think tanks, as well as funders and the broader media.

We are looking for a doer as well as a thinker. Someone who can support our dynamic and growing team as we expand our reach and our impact in the coming year(s).

The aim of bringing in this role is that, over time, CTP is:

- Nationally recognised as the go-to place for transforming local/regional areas to deliver for people/planet
- On all key platforms where beyond GDP/new economics/wellbeing is being debated
- Regularly invited for contributions to regional and national print and broadcast media across all the key elements of a wellbeing/thriving economy etc
- Sharing quality outputs via our own channels including website, tools, social media, podcasts, reports etc with these outputs reaching into our target audiences and beyond
- Senior team members are invited onto influential panels and advisory boards because of the profile and reputation we have developed (e.g. parliamentary committees, ONS review board etc)

Main Areas of Work:

- **Strategy.** Work with the team to develop a clear and achievable communications strategy for the year to come.
- **Messaging, writing, editing and shaping our story.** Someone who is familiar and comfortable in the policy space in which we work and can communicate well with our very varied audiences.
- **PR and thought leadership.** Someone who can successfully place opinion pieces in the right publications and build relationships with key journalists. Someone experienced in lining up speaking slots at conferences and events and securing invitations to podcasts, radio shows, TV appearances etc.

Key Responsibilities:

This is an opportunity for the right person to shape the communications approach of the organisation, in partnership with the rest of the team. We are currently looking at a part time position so we really recognise the time limitations that will bring. There are a range of areas of work we know we need to strengthen in the coming year, as a foundation for further work to come. The following is a list of some of those areas we hope the person we appoint will get involved with. We anticipate too that the short and long term priorities will shift as you shape the role and that many of the ongoing delivery elements will need to be shared across the team.

Strategy Development

- Work alongside the Senior Leadership team to shape and guide the overall communications strategy, ensuring it aligns with broader organisational goals and milestones, and establish clear processes for evaluating its success.
- Support CTP's wider partnership, sectoral and political engagement strategy by helping build and sustain understanding and support for the organisation's mission and objectives.

Positioning and Profile

- Stay abreast of key audiences, tracking positions on issues of interest and keeping the team informed.
- Guide the team in proactive media monitoring, enabling timely responses to significant developments.
- Collaborate with the Senior Leadership Team to align communications outputs with wider ongoing research and delivery to effectively reach and engage target audiences.
- Oversee the development and maintenance of a comprehensive press database, mapping key media contacts and publications in line with CTP's objectives.
- Build and maintain relationships with journalists across print, digital, and broadcast media to secure quality coverage.
- Manage the response to reactive media enquiries, ensuring alignment with the organisation's values and objectives.
- Draft key messages and FAQs for media interviews and public responses and advise senior leadership on sensitive media or reputational issues.

Content Creation and Dissemination

- Create and refine key messaging and materials for public communications. Ensure outputs and communications reflect the organisation's values and uphold a consistent voice. Ensure consistency in messaging and alignment across platforms in collaboration with the wider team.
- Help create an ongoing content calendar and oversee team members in maintaining this and delivering high quality outputs.

Key Skills and Experience:

- Skills and enthusiasm for media and communications, coupled with a strong commitment to the mission of Centre for Thriving Places.
- Proven experience (5+ years) and a strong understanding of the UK media landscape, with established relationships with national journalists that have resulted in high-quality coverage.
- Skilled in leveraging real-life stories and case studies to drive engagement.

- Outstanding written and verbal communication skills, with the ability to produce and edit content to a journalistic standard across diverse audiences and channels.
- Strong track record in designing and executing high-impact communications strategies that achieve measurable results.
- Competence in using and overseeing social media platforms to engage audiences effectively, understanding their role in broader media strategies.
- Proficiency in evaluating campaigns and media outputs, with the ability to derive insights that inform future strategies.
- Strong interpersonal skills for building effective relationships with colleagues and external stakeholders.
- Solid understanding of the policy landscape
- Someone not afraid to get stuck in and carry out a wide range of communication tasks as needed and who can support and guide team members in the day to day delivery

Attitudes/Personal Characteristics:

- Commitment to and enthusiasm for Centre for Thriving Places, its values and goals
- Commitment to diversity, equality of opportunity and inclusion
- High standards of professionalism
- Ability to think creatively, be proactive and solutions focused
- Willingness to speak their mind
- Constructive, positive and open
- Willingness to devote necessary time and effort, flexibility around work schedules
- Ability to work effectively as a member of a team with a team-building mindset
- Good, independent judgement
- Curiosity

We are committed to making CTP a more diverse and inclusive organisation that actively tackles issues of exclusion, disempowerment and discrimination. If you feel you may be suited to this role but don't tick all the essential criteria, please still get in touch on hello@centreforthrivingplaces.org for an informal chat.

All applicants who can prove they have the legal right to work in the United Kingdom will be considered for the role. However, applicants should be aware that, while all qualifying applications will be considered, priority will be given to applicants who fit the requirements listed, are already living in the United Kingdom and are able to prove their Right To Work (RTW). Any offer of employment made will be on condition of completion of references and providing proof of RTW.

Please help us to monitor our reach by completing this anonymous [diversity form](#)