

## Media and Communications Manager

### Summary

We are seeking an exceptional communications manager and editorial professional to develop and deliver high-level communications and event strategies that push forward initiatives and tell our story.

Thomson Foundation and Thomson Media support journalists and media organisations worldwide often in challenging and emerging economies. Our work promotes ethical reporting and ensures independent, trusted sustainable media businesses survive.

The media and communications manager works across all our programmes and training consultancies, one moment promoting our crucial work such as training journalists in the techniques of verification and digital growth strategies, the next highlighting the work of hundreds of talented young journalists who seek to attain our prestigious annual Young Journalist of the Year award.

This is a permanent full-time position and reports to the Director of Training and Communications.

### About the role

- Work with the Thomson Foundation/Thomson Media (TF/TM) teams to develop and implement effective, creative and engaging content and communications campaigns around Thomson Foundation/Thomson Media's work, programmes and events.
- Lead on visual, branding and creative needs across TF/TM
- Monitor, maintain and build the Thomson Foundation/Thomson Media's online community.
- Produce and manage the Thomson Foundation/Thomson Media websites, event pages, social media channels and newsletters.
- Manage Thomson Foundation's comms calendar and asset library, and generate ideas for new content and formats.
- Design and produce print and digital content for Thomson Foundation/Thomson Media's programmes.
- Manage relationships with external suppliers to include, but not exclusively, web developers, designers, printers and content producers.
- Produce public relations materials in relation to Thomson Foundation/Thomson Media's programmes.
- Provide copywriting and proofing support for the TF/TM team as necessary.
- Ensure all GDPR changes are fully respected and understood by all members of the TF/TM team.
- Evaluate and analyse the performance of all digital and communications channels and report at regular intervals.
- Identify, establish, and maintain professional relationships with national, regional and global media outlets for the purposes of story placement and reaching new audiences.

### Essential experience

Five years or more experience working in a communications role

Proven experience growing audience reach on social media platforms

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Demonstrable experience building and managing websites

Demonstrable experience of using data and insight to develop communications strategies

Experience of commissioning and managing media productions including film and audio

Demonstrable experience of managing multiple senior internal and external stakeholders and collaborating with people at different levels and within different functions

Significant experience of creating marketing and communication plans

Substantial experience of working in a fast-paced communications team, leading significant initiatives or taking sole responsibility for delivery of key communications projects

Experience in planning and budgeting within a communications environment

### **Desirable experience**

Understanding of the global media landscape

Experience working in media and/or development and/or charity sectors

### **Essential skills**

- Exceptional attention to detail, and are happy working both independently and in collaboration with others across the team
- Be able to write high quality digital content
- The ability to create clear messaging through exciting and arresting visuals using InDesign, Photoshop or other design interface
- A brilliant written and verbal communicator with excellent interpersonal skills
- You are strategic, with strong organisational skills that help you manage and achieve competing priorities
- Ability to report and analyse all aspects of communications activity, providing statistical data and improvement recommendations using google analytics and other reporting tools
- Advanced computer skills, particularly the Microsoft Suite
- Excellent knowledge of branding strategies and UX Design principles
- Excellent graphic design skills, using primarily the ADOBE Suite (Premiere PRO, Pixlr/Photoshop)
- An understanding of and commitment to equal opportunities.

### **Desirable skills**

Languages, we are a global organisation proficiency in a second and third language in addition to English is desirable.

**Salary:** £40-45k based on experience

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### **Other benefits:**

Hybrid working/remote working

This position is offered as a remote working position in the UK with regular visits to our head office in London or our hybrid working model with two working days together based in our London office and three days which can be worked from home.

Additional discretionary holiday at Christmas

### **How to apply**

Please apply by submitting your CV and a cover letter into one document in either Word Document or PDF format to [Jobs@Thomsonfoundation.org](mailto:Jobs@Thomsonfoundation.org)

Please answer the following questions when submitting your covering letter using no more than two sides of A4.

1. What excites you most about joining Thomson Foundation?
2. The foundation is entering its 60<sup>th</sup> year, how would you use social media/messaging platforms to reach our global audience?
3. What is the depth and breadth of your expertise in communications?

**Deadline: November 14<sup>th</sup> 2022**