

Senior Communications Manager

Background

NASP is a newly registered charity and company limited by guarantee. Our goals are to promote social prescribing and to bring about a social revolution in wellbeing, as set out in the NASP [Strategic Plan](#).

Please note that due to COVID-19, NASP are currently working remotely from home, using Microsoft Teams for daily meetings. We are aiming to move into our new office space at Southbank Centre in mid-November, so there will be some travel required for working/meetings on site. Of course, this is always reviewed in line with Government guidelines.

Recruitment

At NASP, we are passionate about creating an inclusive workplace that promotes and values diversity. We know that different ideas, perspectives and backgrounds create a stronger and more creative work environment which means that we welcome applications irrespective of people's age, disability, sex, gender identity and gender expression, race or ethnicity, religion or belief, sexual orientation, or other personal circumstances. We also welcome applications from neurodiverse candidates.

We seek to support candidates with relevant lived experience recognising that first-hand experience of what NASP seeks to achieve around Social Prescribing is just as valuable as employment history.

We have processes and policies in place to ensure that all applications are treated fairly throughout the recruitment process and that we make reasonable adjustments for those who require it. Applications are welcomed from applicants who wish to apply for a position on the basis of a flexible working arrangement. Should a candidate be successful after interview stage, this request will be accommodated within the needs of the role.

NASP seeks to be a truly 21st Century employer and organisation and know that supporting our staff's wellbeing is central to that. For us, our staff are one of our greatest assets.

And therefore, we look forward to hearing from you about the role of Senior Communications Manager.

The National Academy for Social Prescribing (NASP) is looking for a Senior Communications Manager

Duration: to end of March 2023

Hours: full time (37.5 hours per week)

Location: home-based, with some travel to the NASP office at Southbank Centre, London

Salary; £40,000-£45,000 depending on experience

Purpose of this role

Key responsibilities include:

- Working with Deputy Director of Communications and Corporate Affairs to develop and implement the NASP communications strategy
- Managing and curating the NASP website, and leading its redevelopment (including maximising SEO and effective use of Google Ad Words)
- Planning, editing and writing content for multiple channels (including website, e-comms, newsletters, and resources for programmes and partners)
- Taking oversight of online network development (including the Thriving Communities network and the new Accelerating Innovation networks and Evidence Platform)
- Leading on analytics and reporting on KPIs
- Developing communications resources and marketing packs for internal and external use
- Ensuring all communications across programme teams are strategic and adhere to the NASP brand
- Training and advising staff across NASP on communications (including writing for website, branding, marketing)
- Commissioning and project managing films, graphics and other assets to support NASP strategic priorities and partners
- Working with Ambassador Lead to support NASP ambassadors
- Identifying opportunities to form partnerships with other organisations, and working with partners on joint programmes and campaigns
- Working with Deputy Director of Communications and Corporate Affairs to develop Stakeholder Strategy, keep Stakeholder Grid updated and launch new CRM

- Part of out of hours social media / media rota
- Line Management of the Social Media & Events Lead, and Comms & Corporate Affairs Assistant

Essential criteria:

- Proven ability to plan, coordinate and report on a wide range of communications aimed at different audiences
- Proven ability to manage a website - including expertise in analytics, user testing and SEO - and strong email marketing skills
- Ability to write and edit materials for different channels to achieve results (including web copy, e-comms, briefings, marketing materials, letters)
- Ability to manage staff effectively, supporting their wellbeing and development
- Understanding of brand development and the importance of ensuring brand consistency
- Ability to support teams and partners on communications strategies and to manage a wide range of relationships
- Ability to manage competing priorities, and to proactively identify emerging opportunities
- Understanding of social prescribing and the health and wellbeing benefits of connecting people to activities in their communities.

Desirable:

- Experience of launching or re-developing a website
- Understanding of the media landscape and experience of working with media
- Excellent knowledge of the health or voluntary sectors

Reporting to: Deputy Director of Communications and Corporate Affairs

How to apply

Please send the following recruitment@nasp.info by midday on **Tuesday 9th November**. NASP have the right to bring the application deadline forward as they deem fit.

- **Covering letter** outlining how you meet this brief, when you can start and where you saw the job advertised.

- **Your CV**
- Names and contact details of **2 referees**, including from latest employer/contracting organisation

Interviews will be held on Wednesday the **17th** and/or **Thursday 18th November** so please keep those dates free. For more information and an informal conversation, please email any questions to the above email address.

Please note that any personal data you share will be treated confidentially and will only be used for recruitment purposes.

All appointments are subject to proof of right to work in the UK, references and a 3 month probationary period.