

JOB DESCRIPTION

DETAILS

Job title:	Communications and Marketing Manager
Reporting to:	Director of Partnerships and Engagement
Status:	Full-time, permanent post
Salary/grade:	£40,000-£45,000
Location:	New Local operates a 'work anywhere' policy but will provide office workspace in the UK for those who require it. Applicants must have the right to work in the UK and be resident in the UK.

ABOUT US

New Local is an independent think tank and network of councils, with a mission to transform public services and unlock community power. We look for new, community-based solutions to some of our society's biggest challenges – and team up with innovative people from across all parts of government and communities to achieve change.

- Our [network](#) is home to around 50 councils and other organisations, united in a drive to create sustainable and community-led public services.
- Our [research team](#) explores some of the most pressing issues we're facing today – from welfare support, to social care, to building economic resilience.
- Our [practice work](#) connects directly with councils and others, supporting them to transform into community-powered organisations.
- At the heart of all this is the belief in [community power](#) – the idea that people should have more say over the places they live and the services they use. We believe a paradigm shift is needed to create sustainable public services, better places to live and enhanced wellbeing for all.

THE ROLE

New Local is looking for a Communications and Marketing Manager to help shape how our work is seen, understood and engaged with by our audiences across local government and public policy. This is an exciting opportunity to help shape the reputation and position of the organisation at a moment of growing influence and impact.

Reporting to the Director of Partnerships and Engagement, the postholder will lead the day-to-day delivery of New Local's communications and marketing activity. The role is designed to work horizontally across New Local's practice, membership, policy and events work, supporting collaboration between teams and helping ensure our ideas, relationships and activity are brought together coherently and effectively in ways that are accessible and useful to our audiences. To do this, an interest in and understanding of the changing relationship between citizens and the state, and how this is being played out at a local level would be an asset.

You will play a central role in developing stories from our ideas, research and practice and those of our member councils and partners and crafting them into compelling content that builds profile, influence and reach.

This is a hands-on role suited to an experienced communications professional who is comfortable applying strategic thinking to their work while focusing primarily on high-quality delivery. You will work closely with colleagues across the organisation from the inception of projects and onwards, helping teams translate their priorities into shared narratives, aligning activity across practice, events, policy and membership, and spotting opportunities for communications that both extend the reach of our work and join the dots between projects.

We are looking for someone who combines strong editorial and digital skills with sound judgement, creativity and a collaborative approach. Success in this role will be measured not only by the quality of individual outputs, but by the extent to which New Local's communications feel joined-up, coherent and mutually reinforcing across teams. You will be comfortable working autonomously, juggling multiple priorities and getting things done – while caring deeply about quality, values and impact.

KEY TASKS AND RESPONSIBILITIES

- Lead the delivery of New Local's communications and marketing activity, in line with organisational priorities and positioning.
- Develop and implement communications plans for major publications, events, campaigns and organisational milestones.
- Oversee and deliver our digital presence, including the website, newsletters and social media channels, ensuring content is timely, engaging and high quality.
- Act as a convenor across teams to identify shared communications opportunities, align messaging and support collective planning.
- Manage and maintain an editorial calendar that brings together policy, practice, network activity and external moments, and champion its use as a shared planning tool across teams.
- Produce high-quality written content, including blogs, newsletters, web copy and marketing materials.
- Act as a champion of innovative practice, by drawing out the best stories from our work with members and other partners and supporting both internal and external stakeholders to share their learning through commissioning and editing written and other content.
- Work alongside the Design and Production Co-ordinator to commission design and digital assets that meet the high standards of our brand identity.
- Support media engagement by drafting press releases, pitching stories and responding to enquiries, working with senior colleagues where appropriate.
- Use insight and data to monitor performance across channels and continuously improve our communications and marketing activity.
- Work in close partnership with the Head of Network, Head of Events, Head of Policy and Head of Practice to shape joined-up communications that support membership growth, events, partnerships and policy influence.

- Contribute to the wider success of New Local by working collaboratively across teams and supporting organisational priorities as needed.

The tasks and responsibilities above should not be taken as an exhaustive list. The postholder will be expected to undertake a wide range of duties, sometimes at short notice and often in an uncertain context, as the role requires. You are expected to deliver excellence in all you do and, in return, will be free to work in a highly autonomous fashion: this is the deal New Local makes with all of its staff.

PERSON SPECIFICATION

(E: Essential; D: Desirable)

Knowledge and experience

- Experience of working in a communications and/or marketing role, with responsibility for delivering audience-led activity across multiple channels (E)
- Strong understanding of how to use storytelling to build organisational profile, reach and influence: weaving together narratives around different strands of work in a compelling way (E)
- Experience of setting, maintaining and championing high editorial standards across an organisation, including editing and quality-assuring content produced by others (E)
- Experience of developing and delivering innovative digital content and thought leadership for websites, newsletters and social media channels (E)
- Experience of working in, or closely alongside, public policy, local government, campaigning or social change organisations, or producing communications for these audiences (D)
- Experience of working as part of a team or alongside designers, freelancers or agencies to deliver high-quality design-led outputs (D)
- Experience of supporting media engagement or press activity (D)

Skills and attributes

- Excellent written and verbal communication skills, with the ability to tailor messages to different audiences (E)
- Strong editorial judgement and attention to detail (E)
- Ability to plan, prioritise and manage multiple pieces of work in a fast-paced, autonomous environment (E)
- Confidence working collaboratively across disciplines and levels of seniority, with the ability to connect people, priorities and ideas across teams (E)
- A proactive, problem-solving mindset and a commitment to “making stuff happen” to a high standard (E)
- Driven by a strong organisational mission and excited by the opportunity to create impact through their work (E)
- An interest in, and commitment to, the principles of community power and place-based public service reform (D)

WORKING FOR NEW LOCAL

Diversity: New Local is committed to being an equal opportunities employer. We don't just 'value diversity', we think it is central to what makes for a high impact, successful organisation. We positively encourage everyone to apply. As such, New Local recruits, employs, trains, compensates and promotes regardless of age, disability, sex, gender, sexuality, race, national origin, marital status, parental status, religion or belief.

Leave and working hours: We operate a highly flexible policy on working hours and leave. New Local's team core working hours are 10am to 4pm but, around this, staff are trusted to determine their own working hours and leave consummate with the fulfilment of their job goals to the highest level of excellence. We operate an unlimited leave policy meaning employees are free to take leave beyond their leave allocation as long as it does not interfere with their ability to do their job to the highest standards. To ensure well-being, New Local staff are expected to take a minimum of 27 days leave each year (pro rata for PT staff). New Local employees also receive ten days leave over the Christmas and New Year period.

Location: Applications are welcome from candidates no matter where they live in the UK. We operate a 'work anywhere' policy meaning employees can choose to work at home or at any other location that enables them to do their job to the highest standards. New Local has an office in a central London location for those who wish to work in an office environment, and we are currently reviewing our hybrid arrangements. We currently meet as a whole organisation in person regularly in central London and team members are expected to attend this. Travel expenses are covered for team members attending this whole organisation team meeting.

Well-being: New Local is extremely committed to staff well-being. Working long and late hours is actively discouraged and all staff at New Local are very strongly committed to creating a pleasant, friendly and supportive environment in which to work.

Health scheme: Employees can join the New Local health cash plan and employee assistance scheme. The subscription to the scheme is paid for by New Local.

Family friendly leave: New Local offers a range of enhanced parental and family friendly leave.

Bonus, salary rises and promotions: New Local operates an annual bonus scheme based on financial performance at the end of the financial year. This bonus is shared equally between all team members. A cost-of-living rise to all salaries is applied each year based on inflation. All bonuses and salary rises are awarded at the discretion of the New Local board.

Pension: New Local will contribute 5% to the New Local group personal pension scheme. This benefit cannot be substituted for any other benefit. We operate a salary sacrifice scheme for pension contributions.

Death in service benefit: A death in service benefit at three times your annual salary is provided should you die in service. All New Local employees between the ages of 16 and 69 are covered and cover ceases when a staff member reaches their 70th birthday or leaves the organisation.

Probation and notice: This role is subject to a six-month probationary period and a three-month notice period.