



## JOB DESCRIPTION

- Job Title:** Communications Manager
- Managed By:** Business Development Manager
- Key relationships:** Partner Organisations, Press, Communications & PR advisors, Happy City staff, Communications volunteers
- Terms:** 24 month fixed term, part time contract (0.6 FTE to full time  
depending on successful candidate skills and preferences)  
Flexible working hours.
- Salary Level:** £25k - £28k pro rata, depending on experience
- Job Summary:** Design, plan, deliver, monitor and report campaigning Activities and regular and strategic communications in support of Happy City's work and mission

### **Background:**

Happy City works to make what matters count - building thriving places where people are well, cities serve their citizens' needs and humanity, businesses are a force for good and impact is valued. We know the current system for evaluating our progress isn't working, and are working toward a vision where we can make better decisions for the wellbeing of people, place and planet.

Happy City is currently growing its team to work toward this vision, and is recruiting a communications manager to build awareness, grow participation and community around the Happy City vision and tools.

### **Role Summary and Purpose:**

You are a clear and creative communicator with a keen eye for impact and a strong sense of the best ways to attract and mobilise the public, partners, media and key decision makers. The ideal candidate will have experience in communicating both commercial and social or environmental messages.

You will develop and deliver against a communications strategy in support of organisational priorities.

### **Key Practical Tasks:**

Drive messaging and increased engagement across all key audiences to meet key Happy City milestones and strategic goals. Make the most of topical developments; provoke curiosity and debate about wellbeing and new economics amongst key target audiences; meet national media coverage targets.

### Strategy, key messaging and content

- Develop comms strategy and plan (working with Line Manager) to support organisational business development and impact objectives
- Manage timely implementation of strategy and plan, including:
  - Lead the development/evolution of Happy City's key messaging (working with key members of HC team) - expressing our vision, values and proposition in a way that builds inclusivity, community, action and impact
  - Develop creative concepts for new messaging and campaigns, keeping brand voice consistent and message clear across all channels
  - Ensure an effective, engaging and up-to-date digital presence - managing website and social media messaging and content
  - Deliver written materials (and work with small volunteer/pro bono comms team) to communicate the campaign strategy and activities (from briefings and input to board reports, to blogs, articles and web copy)
  - Build relationships with wellbeing economics partners and media to amplify and scale the message
  - Build relationships with creative partners to help deliver paid and pro bono products and projects that meet our campaign objectives
  - Evaluate projects and campaign activities
  - Inform and engage Happy City staff, volunteers and key supporters in comms activities

### Stakeholder engagement

- Build on our achievements by growing our media and social media reach and engagement
- Engage a wide range of partner groups and organisations to increase uptake and advocacy for our tools, projects and ideas
- Model the culture and vision of Happy City with all stakeholders online and in person at events
- Support the development of widespread, diverse community engagement and activism for Happy City across the UK

### Public Relations

- Produce press releases - enlisting pro bono professional support where possible - to raise profile, market products and tools and support thought leadership
- Develop relationships with key journalists in national and specialist media

### PERSON SPECIFICATION

Post: Communications Manager

Factor	Essential	Desirable
Experience	<b>Successful communications strategy and delivery</b>  Digital media engagement experience  A passion for social justice and research in social trends	Work with mainstream media promoting behavioural change  Event management  Digital marketing

		<p>Partnership development/work with diverse cultures</p> <p>Any qualification that demonstrate understanding of comms, PR, marketing, campaigning</p> <p>Working knowledge of wellbeing, happiness and new economy theories</p>
Skills and Knowledge	<p>Understanding of the reasons for challenging the GDP growth based economic system</p> <p>Exceptional communication skills, verbal and written</p> <p>Editing and copywriting in fun and creative ways, making complex ideas easy to grasp</p> <p>Up to date knowledge of campaigning &amp; social media developments and tactics</p> <p>Excellent organisation &amp; ability to handle deadlines</p> <p>Ability to convert strategic communication goals into appropriate, realistic and achievable campaigns</p> <p>Exemplary interpersonal and relationship building skills</p> <p>Commitment to equality of opportunity and anti-discriminatory practice</p> <p>Ability to digest, understand and analyse information independently</p>	<p>Knowledge of local, national and international trends relating to Happy City's mission</p> <p>Aptitude for learning new software</p>

**Attitudes/Personal Characteristics**

- Commitment to and enthusiasm for Happy City and its goals
- Enthusiasm for using social media

- Ability to think creatively, be proactive and solutions focused
- Willingness to speak their mind
- Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership
- Constructive and positive openness
- 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