

Job title: Communications manager

Reporting to: Head of marketing and communications

Location: NCTJ offices in Newport, Saffron Walden

Contract: Permanent full-time (part-time hours considered)

Job responsibilities

The NCTJ's communications manager will focus on maintaining the charity's brand consistency and implementing day-to-day communication activities. These include content creation, digital and social media, media relations, careers and other projects, public affairs, and managing our team of ambassadors. The communications manager will also contribute ideas and updates to the charity's marketing and communications strategy and action plan.

Key taskss

1. Content creation:

- Create and distribute engaging content across various channels, including the NCTJ website, social media platforms, newsletters, and other publications and collateral.
- Write, edit, and proofread content to ensure clarity and accuracy, aligning with the NCTJ's messaging and thought leadership.

2. Media relations:

- Write press releases and news stories and prepare media materials.
- Manage media inquiries and maintain relationships with journalists and key stakeholders.

3. Public affairs:

- Support the building and maintaining of relationships with government officials, regulators, and other relevant organisations.
- Co-ordinate communications with key public affairs contacts, ensuring the NCTJ's views are effectively represented.

4. Digital and social media:

- Manage the organisation's social media accounts by posting regular updates, engaging with followers, and tracking performance.
- Enhance the NCTJ's online presence by implementing best practices for content distribution.

5. Careers:

- Develop and implement communication projects to promote careers in journalism, NCTJ qualifications and apprenticeships, and our accreditation scheme to prospective students and trainees.

6. Ambassadors:

- Communicate with NCTJ ambassadors to ensure they are well-informed and equipped to represent the organisation in various settings.
- Co-ordinate the activities of ambassadors, providing them with necessary updates, materials, and support.

7. Brand management:

- Ensure all communication materials adhere to established brand guidelines.
- Assist in maintaining the organisation's visual and narrative brand identity across all platforms.

8. Monitoring and reporting:

- Track and report on the performance of communication activities, including social media engagement and content reach.
- Assist in managing and gathering data and feedback for continuous improvement of communication efforts.

9. General tasks:

Contribute to the wider work of the marketing and communications team including assisting with events, sales, sponsorship, our jobs board, campaigns, research projects and database marketing.

Qualifications and experience

For this important communications role an NCTJ qualification is essential as strong writing, storytelling, editing, and proofreading skills are a pre-requisite.

Ideally you will be a senior journalist or editor with additional experience in a PR and/or communications role, perhaps with some relevant exposure to public affairs, education, or careers work.

Successful candidates will understand digital communications, including social media management.

IT literacy is vital, along with curiosity about the opportunities and threats AI poses to journalism.

You must have the ability to manage multiple tasks and meet strict deadlines.

Skills, competencies, and personal attributes

1. Enthusiasm and passion for NCTJ values and objectives, particularly in promoting quality, trusted journalism and diversity.

2. Genuine interest in journalism education and training.
3. Creative thinking and attention to detail.
4. Proficiency in using communication tools and platforms, such as content management systems and social media management tools.
5. Ability to work collaboratively within a team.
6. Strong organisational skills and ability to manage competing tasks.
7. Excellent interpersonal and communication skills.

Benefits

This is an opportunity to join one of the most successful and pro-active media industry charities and to play a lead role in promoting quality, trusted journalism and diversity. Your work will help shape the future of journalism by supporting training and education initiatives and ensuring high standards. We practice and champion equality, diversity and inclusion and we have a collaborative and supportive goal-oriented culture to achieve our goals.

Benefits include a competitive salary of £35-40,000, employer pension contribution, a bonus scheme, 25 days of holiday, free life cover, professional development opportunities and career development.

Application process

Interested candidates should submit their CV and a cover letter as soon as possible outlining their suitability for the role to Sarah Rix, head of marketing and communication. Email sarah.rix@nctj.com.