

# Communications Manager

## About Parent Zone

[Parent Zone](#) is a social enterprise that sits at the heart of modern family life, providing advice, knowledge and support to shape the best possible future for children as they embrace the online world. We bridge the gaps between parents, policy and platforms, providing insights and knowledge in order to shape a better future for all.

Since 2005 we have worked with partners such as Google, Facebook and the Home Office to develop innovative projects, giving families information, support and advice.

We are optimistic about the future while recognising the challenges families face in bringing up children in a digital world - challenges we seek to ameliorate.

Our Creative and Communications teams deliver messages and resources that connect with our many audiences - on our websites, on social media and in the media. As part of the External Affairs Directorate, our Communications Function exists to amplify our voice and build our brand while delivering excellent communications to and with our many audiences.

## The role

This role will report directly to the Director of External Affairs, working alongside our Creative Function and our Policy Function to ensure our messages are reaching all of our audiences, including families.

The right candidate will be a natural communicator and effective operational manager with the ability to understand our strategic priorities and translate them into creative and compelling communications activity. You will be comfortable delivering brand messages in multiple ways to diverse audiences, maximising our impact and helping us to 'punch above our weight'. Critically, you will enjoy crafting targeted communications while understanding the need to maintain a cohesive brand.

As a manager, you will know how to write and execute communications plans that can leverage all of the 'routes to audience' we have available, and support the Communications Function to deliver a range of communications activity.

## Experience

- We are looking for a creative, ambitious manager ready to take the next step on their career ladder.
- You will be able to generate ideas and take them through to implementation.

- You will be excited by the opportunity to craft messages about the digital world and have an interest in technology and the changing digital landscape.
- You will need excellent organisational skills and the ability to manage a busy workload and team.
- You will have experience of developing multifaceted communications plans and crafting messages for multiple audiences using a variety of formats, including press releases, newsletters, emails, speeches, presentations and social media.
- You will have experience of using data to target audiences and a good understanding of the need to direct our messages effectively.
- Crucially, you will be a calm multitasker with the ability to explore new topics and react to a rapidly changing environment both internally and externally.

## **Skills and capabilities**

- You will be able to plan, prioritise and execute plans.
- You will display creativity and the ability to develop innovative communications plans.
- You will be able to develop processes that support the effective running of the Communications Function.
- You will understand the issues families face in bringing up children in a digital world.
- You will be a brand ambassador internally and externally championing our positioning at the heart of digital family life.
- You will be ambitious and looking for a challenge.