

Head of Communications

Salary: £35-37k

Based: blended working with occasional attendance in our Islington office.

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.

The role

You will lead the Comms and Marketing Function – reporting directly to the Brand Director. You will be part of the Brand team, working alongside colleagues in our Creative Function. You will also work closely with our Partnerships, Public Affairs and Research and Development teams, to ensure our brand message is reaching all of our audiences – and to promote our products and resources effectively and successfully to those that need them.

You will be a natural communicator and organised operational manager, with the ability to understand our priorities and translate them into compelling communications activity.

You will be comfortable developing strategies to promote our products – delivering campaigns with our partners, such as Google, DCMS, Meta and Children in Need.

You will also be able to keep in mind our wider organisational mission and brand message, maximising our impact and helping us to ‘punch above our weight’.

As a manager, you will know how to write and execute communications plans that can leverage and develop our ‘routes to audience’ – and lead the Function to deliver a range of comms and marketing needs activities.

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 be motivated by specific project targets and KPIs, in order to successfully market our products.
- 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 social media, newsletters, emails, press releases, 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 support new projects, 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 Comms and Marketing strategies.
- You will display creativity and the ability to develop innovative communications.
- You will be able to collaborate with partner organisations to meet specific targets and KPIs, in order to support and enhance our product range.
- 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.