

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job title</b>	<b>Communications Manager</b>
<b>Salary</b>	£24,418.80 per annum (£40,698 FTE) Part-time, 3 days per week (0.6 FTE)
<b>Contract</b>	Fixed term until <b>31 March 2026</b> , with possibility of extension
<b>Department</b>	Whole School SEND - Project Management Team
<b>Location</b>	London or Tamworth - hybrid working
<b>Reports to</b>	Head of Programmes with a dotted line to Head of Sales and Marketing
<b>Role Summary</b>	<p>This role is responsible for raising the profile of Whole School SEND (WSS) and nasen across the education sector through effective and measurable marketing communications activity.</p> <p>The post-holder will develop, deliver and evaluate integrated, multichannel marketing campaigns to support delivery of the Universal SEND Services (USS) contract by contributing to key KPIs – including growth in new users, engagement with school leaders, and reach to priority audiences – ensuring work is delivered to deadline, to budget and to target.</p> <p>The USS programme is funded until 2026 by the Department for Education and is an ambitious programme that provides practitioners with a range of free-to-access SEND CPD to suit every role and career stage.</p>
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• To plan and deliver integrated marketing and communications strategy to maximise reach and engagement through owned, earned and paid channels.</li> <li>• Develop and deliver targeted communications to support USS KPIs, including: <ul style="list-style-type: none"> <li>○ 10,000 new users completing online CPD units</li> <li>○ 12,000 new users completing Autism training</li> <li>○ Engagement with classroom teachers</li> <li>○ Engagement with senior leaders</li> <li>○ Promotion of events, resources and networks</li> </ul> </li> <li>• Monitor KPI-linked metrics (e.g. new users, open rates, click-throughs, event sign-ups, resource downloads) in collaboration with the Data &amp; Insights team.</li> <li>• Work closely with the WSS Project Managers to develop compelling communications that meet contractual delivery requirements.</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluate and analyse activity to inform insight-led next steps.</li> <li>• Manage WSS digital communications activity, including newsletters and membership journeys.</li> <li>• Manage social media channels for WSS, creating engaging and accessible content.</li> <li>• Create and maintain content for the WSS website.</li> <li>• Provide communications support to the WSS Regional SEND Leadership Team</li> <li>• Build excellent relations with stakeholders.</li> <li>• Ensure GDPR compliance in relation to member data.</li> <li>• Contribute to wider nasen activities when required.</li> </ul>
<b>Privacy Notice</b>	<a href="https://nasen.org.uk/nasen-policies-and-legal">https://nasen.org.uk/nasen-policies-and-legal</a>

	<b>Person Specification</b>
<b>Education and Qualifications</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Educated to degree-level standard or equivalent experience, with GCSE passes in English Language and Mathematics or equivalent.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Professional qualification in Marketing – CIM / IDM or similar</li> </ul>
<b>Knowledge and Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Proven experience of working independently to lead the development and implementation of successful integrated, multi-channel marketing communications campaigns.</li> <li>• Experience of managing workflow, with the ability to delegate, brief tasks and offer support and guidance to other team members as required.</li> <li>• Experience of delivering communications that drive measurable outcomes and evaluating performance against KPIs.</li> <li>• Experience of working collaboratively and in partnership with internal and external stakeholders, including agencies and suppliers.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of working in the voluntary sector.</li> <li>• Experience of working in education.</li> <li>• Experience of working within SEND.</li> </ul>
<b>Specific skills and behaviours</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Strong interpersonal skills, with the ability to quickly establish personal credibility and develop strong working relationships.</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills, with strong copywriting and editing ability, and keen attention to detail.</li> <li>• Proven ability to manage multiple projects and work at pace to deliver to deadlines.</li> <li>• Self-motivated and solutions focussed.</li> <li>• Excellent IT skills, with a sound working knowledge of Microsoft packages, databases, CMSs, social media platforms, and marketing automation tools (e.g. Dotdigital &amp; Hootsuite).</li> <li>• Strong understanding of digital engagement metrics and how to use data to optimise campaigns.</li> <li>• Understanding and commitment to nasen's mission, vision and values.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Understanding of voluntary sector structures and networks.</li> <li>• Knowledge of WSS and its networks or similar organisations.</li> </ul> <p><b>Other</b></p> <p>The post-holder will need to adopt a flexible approach to support WSS work. This role may require some working outside of office hours and occasionally at weekends. The post-holder will be based in the Central London or Tamworth office and will also be required to travel to the other office on occasion.</p>
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