**Staff Job Description**

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| Position Title: | Communications Manager |
| Salary: | £26,894 per annum (pro-rata) plus pension |
| Status: | Part Time – 28 hours per week |
| Reports to: | Finance and Development Director |
| Supervision of: | 1 x Dharma Talks Administrator (Part-time)1 x IT Support Officer (Part-time) |

**Purpose and Vision of Role**

*The purpose of this role is to ensure that Gaia House has an effective communications strategy, which enables it to meet its charitable aims. The post-holder has responsibility for communicating the key messages and activities of the organisation to our existing community and engaging with new audiences. The post-holder will oversee the organisation’s core communications activities, its IT infrastructure and Dharma talks.*

**Responsible to:** Director(s) and Board of Trustees

**Areas of Responsibility**

**Communications**

Print and Digital

To maintain and develop Gaia House’s various channels of communication, across print and digital. This includes responsibility for:

* Key publications – compiling and coordinating the production of the annual newsletter and launch of the programme
* E-communications – producing the bi-monthly e-newsletter, the bi-annual Friends of Gaia House e-newsletter, the quarterly staff e-newsletter and, in conjunction with the Project Developer, the bi-annual Sitting Group Facilitators’ e-newsletter
* Overseeing the website – content, design and functionality – and coordinating the IT support team in delivering its technical aspects
* Social media platforms – maintaining and developing the organisation’s profile on Facebook and Twitter and other social media as appropriate
* Supervising mailing lists for all print and digital communications
* In conjunction with the Admin & HR Manager and IT Support Officer, ensuring compliance with and best practice towards current data protection regulations
* Producing any other printed publicity materials required, such as flyers/leaflets
* Photography – keeping an up-to date library of Gaia House photos for publicity purposes and organising photo shoots as required
* Developing Gaia House’s feedback processes and the way it gathers information about its retreatant demographic
* Working closely with the HR manager on communications related to recruitment (coordinators, non-residential staff and trustees)
* Disseminating communications from other Buddhist retreat centres as appropriate, and maintaining Gaia House’s profile within the wider Insight Meditation sangha
* Overseeing sales of The Gaia House Cookbook
* Acting as secretary to the Communications Advisory Group
* Completing all necessary administrative tasks in connection with the Communications Manager role

Advertising and Media

* Developing and implementing an advertising strategy, using print and online media
* Working with designers and publications to develop adverts and schedules
* Developing positive relationships with suitable journalists and publications
* Overseeing journalist participation in retreats, and supplying copy and photography as needed

Friends of Gaia House

* Managing and developing the initiative on an on-going basis

Fundraising

* Providing communications support for the Gaia House Building Appeal and any other fundraising initiatives

**IT and Telephone Systems**

The Communications Manager will lead the team of people responsible for the delivery of a reliable and effective IT and phone system. This will involve line-managing the IT Support Officer, collaborating with our IT consultant and liaising with the Director(s) on the following tasks:

* Managing all IT systems, in conjunction with external IT Support, to ensure the safety and effectiveness of all systems, including risk management
* Planning and agreeing updates to the IT and database systems
* Maintaining and updating the telephone systems
* Maintenance, purchase and renewal of IT equipment at Gaia House (both software and hardware) in accordance with the budget
* Managing and maintaining the Gaia House website, ensuring it is always up to date and the functionality is checked and improved where necessary
* Training and supporting other members of staff to update pages relevant to their areas of responsibility

## Dharma Talks

As supervisor for the Dharma Talks Administrator, the post-holder will supervise:

* Management of the sound and recording equipment in the mediation hall
* Looking after the Dharma talks collection and equipment in the library, including the hearing loop
* Digitisation of Dharma talks and dissemination of talks through Dharmaseed.org
* Maintaining the Dharma talks archive and digitising the cassette library

**Budget Responsibility**

* Responsibility for the advertising/publicity and publications budget
* Responsibility for the IT budget, including hardware/software and IT consultant support
* Responsibility for the Dharma Talks budget
* Involvement in the setting of Gaia House’s annual budgets

**Health & Safety**

* Responsibility for general health & safety relating to this position and in relation to the Gaia House health & safety guidelines
* Responsibility for completing and reviewing any relevant risk assessments

**General Duties**

* To work as a member of the staff team and report to the Finance and Development Director
* To exercise commitment to diversity
* To attend Trust meetings from time to time as required by the Director(s) and Trust, or as a manager representative
* Occasional working out of hours may be required
* The post holder may be required to carry out other duties at a similar level of responsibility and pay from time to time

*Please see page 4 for the Person Specification*

**Person Specification**

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| --- | --- | --- | --- |
| *Skills & Knowledge* | ***Essential*** | ***Desirable*** | ***Demonstrated by*** |
| Organisation, project management, and planning skills | **Yes** |  | Previous work experience/interview |
| Experience in creation & production of publicity materials | **Yes** |  | Previous work experience |
| Copy editing or editorial skills | **Yes** |  | Previous work experience |
| High level of computer skills and familiarity with Access, Website Structure, Wordpress, Office etc | **Yes** |  | Previous work experience/application form |
| Knowledge of or willingness to learn new technology and research | **Yes** |  | Previous work experience/application form |
| Experience of providing communications support for fundraising activities  |  | **Yes** | Previous work experience/interview |
| Experience in marketing strategy & planning |  | **Yes** | Previous work experience |
| Policy/procedure writing |  | **Yes** | Previous work experience/interview |
| Experience of management of budgets |  | **Yes** | Previous work experience/interview |
| Communication skills incl. negotiation, presentation (oral & written), conflict resolution | Yes |  | Application/interview |
| Excellent interpersonal skills in a range of situations | **Yes** |  | References/interview |
| Educated to A Level or NVQ Level 3 Management standard | **Yes** |  | Application/interview |
| Educated to degree/HND2 level |  | **Yes** | Application/interview |
| Understanding of Gaia House culture | **Yes** |  | Interview |
| Commitment to a regular meditation practice in a Buddhist tradition |  | **Yes** | Application/interview |
| Experience of participation in silent meditation retreats in a Buddhist tradition |  | **Yes** | Application Form |
| Commitment to addressing diversity issues | **Yes** |  | Interview |
| Ability to work under pressure | **Yes** |  | Interview |
| Self-motivating & self-managing | **Yes** |  | Previous work Experience/interview |
| Experience of staff supervision | **Yes** |  | Previous work experience/interview |
| Commitment to team working | **Yes** |  | Previous work experience/interview |
| Flexibility in working hours | **Yes** |  | Interview |