



# CONTENT & COMMUNICATIONS LEAD (HYBRID)

Location: Hybrid or home based with regular travel to London office.  
Hours: 5 days pw / 35-hour week/negotiable  
Salary: £40-£45k depending on experience.  
Reporting to: CEO

We're looking for someone to lead across our communication channels and reposition the way stammering is seen, so we need a great storyteller. You'll lead the team in embedding the message across all stories, that *every* organisation, no matter size or function, needs to consider the needs of people who stammer.

Content is king, and you'll be our Master of It. Bringing stories and campaigns to life from across the organisation will be your bread and butter; you'll be in your comfort zone planning, creating, and delivering content across our channels to energise our support base and reach out to the public.

You boast a talent for copywriting on a wide variety of topics across traditional assets and digital mediums and will be an excellent self-starter, armed with professional experience and a positive, can-do attitude to help drive our campaign activity forward and make this role your own.

## **BACKGROUND**

STAMMA is a forward thinking, innovative and mission-led charity punching above its weight, with a forensic focus on realigning attitudes and understanding of stammering, so that a stammer is accepted simply as a difference. We've a new strategic plan, supported by the National Lottery, so now couldn't be a better time to join.

## **ESSENTIAL SKILLS & EXPERIENCE**

- A great writer. You can adapt your writing styles and have copywriting experience.
- Experience of devising, scheduling and tracking compelling social media campaigns and stories.
- Experience of Mailchimp or similar, including auto responses and AB testing.
- Experience of providing regular supporter comms via email, newsletters social media.
- Experience building timely campaigns and keeping content fresh while staying on brand to increase engagement.
- Familiarity with Affinity, Canva or similar.
- Experience setting social media strategy and using online tools to aid with content creation and scheduling.

### **Desirable**

- It would be brilliant if you stammer, but not essential.
- Demonstrable history working in a similar role within the charity/NGO sector.
- Competency with basic video editing.

### **Soft skills**

- Good interpersonal skills.
- Strong listening skills; a good negotiator.
- Able to manage and prioritise a varied workload within deadlines.
- Capable of working as part of team and on own initiative.
- Flexible 'can do' approach and will flourish in a small office environment.

## **DUTIES**

### **Development**

- Develop and implement a comprehensive overarching communications strategy to clarify, build and maintain STAMMA's brand and position.
- Map out supporter journeys and work with our Salesforce Manager to develop dedicated mailings for distinct groups (ie parents, people who stammer, speech & language therapists), and work with the team to develop and schedule these communications.
- Plan and deliver external multi-channel campaigns, and work with the team to ensure campaigns are delivered strategically and effectively.
- Work with our Website Editor to create and schedule compelling content for the website, social media, newsletters, blogs, press releases and other communication materials and assets.

## **Reporting & tracking**

- Monitor and analyse communication performance, to support a culture of continual improvement.
- Track performance on all communications channels, measure impact and suggest alterations to the approach. Evaluate and provide quarterly reports.

## **Quality Control**

- Ensure content meets standards defined for consistent user experience, accessibility, brand, and SEO optimisation.
- Collaborate with and support other team members to ensure consistent messaging and brand alignment.

## **Ongoing**

- Coordinate stories and interviews working closely with our Website Editor.
- Work across the team to source and manage case studies from our communities.
- Coordinate and support our social media volunteers.
- Coordinate the annual Trustee election process.
- Maintain our database of media and influencer contacts.

## **BENEFITS**

STAMMA offers a flexible working environment, with an office near Covent Garden, or you may work from home, and time off in lieu is available for those working extra hours. The charity matches up to 8% towards a Pension Scheme. All staff are required to attend six-weekly team meetings at the London office.

### **Holiday entitlement**

Attractive holiday package totalling 28 days pa, including Christmas closure, plus Bank Holidays. Pro rata for part time staff. We close from Christmas to the New Year for all staff.

### **Flexible working**

We have an office in London which you can work from full or part time. Otherwise, staff meet virtually every day at noon, and physically every 6-8 weeks or so in London. Occasionally, you may be asked to work weekends and evenings to attend online or in person events but will be offered time off in lieu.

### **Pension**

Nest pension scheme. STAMMA will pay a minimum contribution of 5% and will match contributions up to 8%. Employees must pay a minimum of 5%.

### **Staff**

A small friendly staff team.

This post is part funded by the National Lottery.

## RECRUITMENT PROCESS

If you think you fit the bill and can tick most of the boxes needed under the Job Spec, then do apply. Please send [Jacqueline Fitzsimmons](#)

1. A CV.
2. A cover letter of no more than 2 pages to explain why you want this job and how you fit the Job Spec, with particular attention to skills and experience.

Deadline 12<sup>th</sup> March.

**If you want to chat through the post first, email [Jane Powell](#)**

One to one Zoom interviews will be held in the first instance with the CEO. Candidates will then be shortlisted for a panel interview via Zoom.

1<sup>st</sup> panel interview    Zoom  
2<sup>nd</sup> panel interview    London in person

If you reach the 2<sup>nd</sup> round you will get the chance to meet the staff team and get a feel for the people you'll be working with. Those attending the 2<sup>nd</sup> panel interview will be expected to prepare a short presentation.

If there's anything about the interview process that worries you or will make it hard for you to demonstrate your skills and competence, let us know. We're happy to discuss adjustments to our standard processes so that we can find the best candidate for the job.