

Job Description

Job title:	Communications and Engagement Manager (Maternity Cover)
Place of work:	Redbridge Institute, Gaysham Avenue, Gants Hill, IG2 6TD
Hours of work:	28 hours per week
Responsible to:	Operations Director
Contract:	Fixed-term
Salary:	£40,625 per annum, pro-rata (£32,500 for 28 hours per week)

About Community Action Redbridge

Community Action Redbridge is a local infrastructure charity dedicated to building a fairer Redbridge where everyone and every community has an equal opportunity to thrive. Through our work, we support the development of strong and resilient communities where people lead happy, healthy, and fulfilling lives.

At the heart of our work is a commitment to social justice and to tackling the root causes of inequality. We're passionate about shifting power, amplifying community voices, and working collaboratively to create social change.

We do this by:

- Strengthening and championing the voluntary, community and social enterprise (VCSE) sector, so local organisations have the tools and support they need to grow and thrive.
- Supporting local people to drive change in their own communities, through social action, volunteering and active participation.
- Bringing people and organisations together, from the VCSE sector, public services, and local businesses, to collaborate on shared ambitions for Redbridge.

Job Purpose

The Communications and Engagement Manager plays a pivotal role in raising the profile of Community Action Redbridge and the wider VCSE sector, combining creativity with strategic thinking to deliver communications that make a real impact.

They will lead the development and delivery of compelling campaigns and high-quality content across digital and print channels, ensuring all messaging is inclusive, accessible, and aligned with our values.

With a strong focus on storytelling, engagement, and influence, the postholder will work collaboratively across the organisation to support our mission, amplify

sector voice, and engage key audiences - including local VCSE organisations, residents, public sector partners, and funders.

They will also use their skills and expertise to build the confidence and communications capacity of local VCSE organisations, helping them improve their visibility, communicate their impact, and engage key audiences to support their sustainability.

This role supports a culture of learning and continuous improvement by using data, insight, and trends to shape and evaluate communications activity. The ideal candidate will bring curiosity, initiative, and a passion for social justice to help build a fairer Redbridge, where everyone and every community has an equal opportunity to thrive.

As part of their role, the postholder will also lead the communications and brand development for Redbridge Giving — a new place-based giving initiative hosted by Community Action Redbridge. Redbridge Giving will channel local resources to community-led priorities, enabling residents to shape decisions and lead the change they want to see.

Please note that this role can be offered on a hybrid basis, with a minimum of three days per week in the office. As an organisation rooted in community, we believe that regular in-office presence is important to foster collaboration, connection and team cohesion. The role is part-time (28 hours per week), and these hours can be worked over four or five days, depending on your preference.

What you'll do

Strategic Communications

- Lead the development and implementation of dynamic communications and engagement strategies aligned with Community Action Redbridge's strategic priorities and values.
- Enhance and consistently reinforce the organisation's voice and brand identity across all channels, ensuring clear, compelling narratives that increase visibility and engagement.
- Ensure consistent, accessible, and inclusive messaging that reflects our values and supports community and VCSE sector engagement.
- Work collaboratively with colleagues to support communications needs across projects and programmes.
- Manage the development of the Redbridge Giving brand, working collaboratively with the Redbridge Giving Director and Steering Group to shape the brief. Oversee the procurement and management of the appointed designer or agency, coordinating timelines, deliverables, and budget to ensure high-quality delivery.
- Lead the development, implementation, and regular review of communications-related policies and procedures, including social media

policy, ensuring they remain compliant, practical, and aligned with Community Action Redbridge's values.

Member & Stakeholder Engagement

- Act as the first point of contact for prospective members, managing the application process efficiently and preparing recommendations for review by the leadership team.
- Coordinate the new member onboarding process, including holding initial welcome meetings and making tailored introductions to team members and projects based on each organisation's interests, priorities, and support needs.
- Lead on the organisation of regular member network meetings to strengthen connections and promote shared learning, securing relevant speakers from across our membership and local partners, and ensuring meetings are well-attended, inclusive, and valuable to participants.
- Support colleagues with the planning, coordination, and delivery of Community Action Redbridge events, ensuring alignment with wider engagement objectives.
- Plan and project manage impactful campaigns that raise awareness, amplify sector voices, and engage stakeholders in the work and value of the local VCSE sector.
- Work collaboratively with the Digital Development Manager to develop innovative approaches for engaging members through peer communication platforms and closed digital spaces.
- Lead the development and delivery of annual communications and campaigns plans aligned with Community Action Redbridge's strategic priorities. This should include compelling messaging, coordinated sector-wide campaigns that support advocacy and influencing goals, and targeted communications around key awareness dates.

Digital and Print Communications

- Lead on the development of engaging content across our digital channels, including the website, weekly newsletter, and social media.
- Oversee the production of printed materials such as leaflets, reports, and publications.
- Ensure all communications are accessible and inclusive, adhering to plain English and accessibility best practice, and the Community Action Redbridge Tone of Voice Guide.

Media and Public Relations

- Act as the main point of contact for media enquiries, developing press releases and briefings.
- Build and maintain strong relationships with local and regional media to secure positive, high-impact coverage that highlights Community Action Redbridge's work and the contributions of the VCSE sector.

Monitoring and Evaluation

- Track and report on the reach and effectiveness of communications and engagement activity.
- Use audience insight, analytics, and stakeholder feedback to refine strategies, optimise engagement, and clearly demonstrate the impact of communications activities.

Sector Support and Capacity Building

- Design and deliver high-quality training courses that address the communications development needs of small VCSE organisations, including:
 - Developing detailed session plans and clear training overviews for communications.
 - Managing all administrative tasks such as room bookings, adding new courses to the CRM system, learner communications (e.g., reminders) and accurately recording attendance.
 - Consistently applying RARPA (Recognising and Recording Progress and Achievement) to monitor learners' progress and outcomes.
 - Gathering and analysing feedback via evaluation forms to continuously improve training quality and relevance.
- Provide tailored communications consultancy and advice to small VCSE organisations, helping them build confidence and capability in messaging, storytelling, digital communications, and audience engagement.
- Create and maintain a suite of practical, accessible resources, including templates, toolkits, and guidance, to support VCSE organisations in strengthening their communications practice and visibility.

Organisational Learning, Development and Strategy

- Contribute actively to cross-organisational leadership and planning, bringing strategic insight from the communications and engagement function to inform organisational priorities and decision-making.
- Share insights and learning from communications activities to inform and support organisational development, external influencing, and continuous improvement.
- Model inclusive, collaborative leadership and help foster a culture of learning, innovation, and shared leadership across Community Action Redbridge.

General Duties

- Practise and actively promote Community Action Redbridge values and ways of working.
- Actively promote diversity, equity and inclusion, and help to ensure that Community Action Redbridge works anti-oppressively and challenges injustice.
- Contribute to the continuous development and performance of Community Action Redbridge.
- Help raise the profile of Community Action Redbridge and uphold our brand by representing the organisation positively and following brand guidelines in all communications and activities.

- Adhere to all Community Action Redbridge policies and procedures.
- Actively participate in support and supervision, annual appraisals, team meetings, away days and appropriate training and development opportunities
- Undertake any other duties as required and in line with the purpose of the post.

This is a description of the job as it is presently constituted. It is the practice of Community Action Redbridge to periodically review role descriptions and to update them. This process will be conducted in consultation with you. It is the aim of the organisation to reach agreement on any changes but if agreement cannot be reached, the organisation reserves the right to insist on such changes to your job description, after consultation with you.

Community Action Redbridge is committed to safeguarding and promoting the welfare of children and vulnerable adults. Please note that this post is subject to a basic DBS check.

We believe in being inclusive and giving everyone an equal chance to succeed. Applications are welcome from all regardless of age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status or social economic background.

All appointments will be made on merit, following a fair and transparent process. In line with the Equality Act 2010, however, the organisation may employ positive action where candidates from underrepresented groups can demonstrate their ability to perform the role equally well.

Person Specification

	Essential	Desirable
Education		
Knowledge, skills and experience	• Significant experience in a communications, marketing, or engagement role. • Ability to build the communications confidence and capability of others through practical support, tailored advice, and engaging training. • Ability to use CRM systems to manage contacts and engagement activity, ensuring accurate data, effective segmentation, and insight-led communications • Strong technical skills and ability to design and produce visually engaging and cohesive communication materials • Good understanding of the VCSE sector, including its unique challenges and opportunities • Excellent digital literacy, with the ability to confidently use Microsoft 365, digital communication tools, and engagement platforms. Proven commitment to leveraging digital innovation to enhance reach, improve audience engagement, and drive communications effectiveness • Exceptional written and verbal communication skills, with the ability to develop clear, strategic messaging that translates complex information into compelling narratives for a range of internal and external audiences, including stakeholders, partners, and the wider community • Excellent time management and organisational skills, with a proven ability to design and manage systems, processes, and workflows that support effective cross-team collaboration and support the delivery of organisational priorities. • Excellent project management skills, with the ability to lead strategic initiatives, manage multiple priorities and deadlines, and ensure the effective planning and delivery of communications engagement work across the organisation. • Excellent understanding of data protection principles, with a proven ability to implement and maintain best practice to safeguard sensitive information.	

	• Ability to monitor and evaluate communications and engagement activities, analyse data and feedback to assess impact and support continuous improvement. • Strong problem-solving and decision-making skills, with the ability to respond to emerging challenges, evaluate options, and take timely, evidence-informed action to ensure deliverables remain on track and aligned with organisational goals. • Proven ability to work collaboratively with colleagues, partners, and stakeholders across different teams and organisations. Ability to build strong working relationships and contribute to a positive, supportive team culture. • Ability to support and coordinate the work of others, contributing to an empowering team environment where everyone is able to perform at their best. Leads by example, with strong interpersonal skills and a commitment to collaborative working. • Ability to manage budgets, monitor expenditure, and ensure effective use of resources in line with organisational procedures. • Ability to build and maintain positive relationships with a range of internal and external stakeholders, ensuring clear communication and effective collaboration • Awareness of fundraising processes, with the ability to contribute to funding proposals by providing relevant information and insight to support income generation efforts.	
Personal attributes	• Passionate about social justice with a strong commitment to Community Action Redbridge's values and mission. • Proactive and self-motivated, with a "can-do" approach • An open and respectful approach grounded in cultural humility, with the ability to engage sensitively and effectively with diverse communities • Resilient and comfortable with ambiguity, with a calm and solution-focused approach when navigating change, complexity, and uncertainty • Reflective and self-aware, committed to continuous learning and personal development.	
Other requirements	• A commitment to diversity, equity and inclusion, and to working anti-oppressively and challenging injustice. • A willingness to work flexibly, including occasional evenings/weekends by prior arrangement.	