

**spark!**  
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STARTING  
CAREERS



**Communications Manager**  
Job Pack  
March 2023

## About Spark!

We believe it is possible for every young person to be ready, equipped, and able to enter the world of work, and with youth unemployment rising, there has never been a more important time for our services.


Working in partnership with schools and colleges, alongside a large and diverse range of employers and funders, we enhance young people's employability skills, knowledge, and experience, so that they are better prepared for and able to effectively transition into the workplace, finding and keeping a job.

We do this by enabling and supporting long-term relationships between local businesses and education to:

- create **high quality work experience** placements and internships
- broker inspiring **careers mentoring relationships**
- deliver a range of **employability skills development** opportunities
- support transitions into work

Born out of the Hounslow Education Business Partnership, Spark! is now an independent charity, working across west London and beyond, with diverse groups of young people and employers.

We are a motivated and passionate team, led by the desire to positively impact on the employment prospects and life chances of young people. We endeavour to live our values; of **empowerment, collaboration, reliability, quality, and learning**, in our decision making and all that we do.



*"I had struggled with finding my voice when it came to my career, as I lacked confidence. It was through the mentoring sessions that I gained the knowledge that I needed, and this boosted my confidence massively"*

## Our Vision

A society in which all young people are ready, equipped, motivated, and able to enter the world of work.

## Our Mission

To ensure all young people, particularly those who will most benefit, have access to meaningful employer engagement, work readiness skills development, and employment opportunities, enabling them to transition into sustained work and rewarding careers.

## Our Values

### Empowerment

We believe in empowering young people, ourselves, and others, to be self-determining in achieving personal and professional goals.

### Collaboration

We believe that a collaborative approach is the most productive and effective way to work, and actively seek to be inclusive and partner with others in achieving our vision and mission.

### Reliability

We strive to always be reliable, dependable, and trustworthy in our dealings and interactions with partners and beneficiaries.

### Quality

We have a continuous commitment to the highest of quality, actively aiming to constantly improve what we do and how we do it.

### Learning

We are a learning organisation, always seeking to listen, reflect, develop, adapt, and improve.

**We have recently launched our 2025 Strategy, which you can [read here](#).**

## About the role

We are looking for a passionate and experienced professional to join our team as a Communications Manager to lead on telling our story, promoting our work, and communicating what we do and why we do it, to diverse audiences.

In this role you will:

- Increase awareness of our work and of the need we are meeting, through multiple approaches and channels.
- Produce compelling and accessible delivery resources, reports and case studies highlighting the impact of our partnerships and delivery.
- Lead on the charity's digital activity, including social media, e-newsletters and websites.
- Become the caretaker of our brand and our long-term communications strategy.

This position will play a fundamental role in Spark!'s growth and future success, enabling us to develop and extend varied relationships and partnerships, expanding our reach and deepening our impact for young people who will most benefit from our support.

To succeed in this role you will have the passion, skills and experience required to work within an ambitious, growing and impactful charity. You will need to be highly organised, creative, have excellent interpersonal skills, alongside design and digital skills. You will thrive in a fast-paced environment and have the energy and motivation to have a significant impact on the lives of young people and the future success of the charity.



*"The sessions have been amazing and made me smile and helped me to write out my plans for the future. I learned that goals can be small or big, or short term or long term, and I found out some of my strengths and weaknesses and ways to grow and learn from them."*

## Role description

You will be responsible for developing and delivering our communication approaches, internally, with partners and stakeholders, and for external audiences.

- Develop and implement consistent, professional and engaging communications for our partners, funders, volunteers and wider networks.
  - Produce high quality and professional collateral, promotional materials and external facing resources for delivery of services.
  - Take the lead on the production and publication of our new Annual Report.
  - Ensure the design and publication of consistent and accessible impact and learning reports.
  - Support our Annual Awards and other events, to ensure they are well publicised and communicated to relevant stakeholders, and that all related resources and collateral for events is consistent with our brand and of the highest standards.
  - Research, write and distribute press releases for partnerships, programmes and other announcements.
- Develop and implement our digital communications strategy, including the effective use of social media, our websites, and e-newsletters.
  - Produce consistent and regular content through social media channels, including Twitter and LinkedIn, building our brand, growing our audience, raising awareness and generating new partners and supporters.
  - Manage regular and effective communications to our network of partners, businesses, schools and volunteers, including regular e-newsletters and the promotion of our activities and services.
  - Manage our web presence, ensuring our websites and all digital resources are professional, accessible, up-to-date, relevant and effective.
  - Create digital resources and tools to support the delivery and enhancement of our programmes and projects.
- Take responsibility and ownership for our brand and brand development
  - Become the caretaker of our brand, visual identity, language and tone.
  - Support colleagues to ensure all materials and delivery resources produced are of the highest quality and consistent with our brand.
  - Seek opportunities to pro-actively improve our brand and our messaging.
- Ensure we have the systems and processes in place required for effective internal communications, maximising our efficiency and collaboration.
- Contribute to the development and enhancement of Spark!'s programmes, through pro-active knowledge sharing and feedback.
- Develop constructive working relationships with Spark! staff, schools, volunteers and employers.
- Represent Spark! professionally to beneficiaries, funders, partners, and other stakeholders.
- Adhere to Spark!'s code of conduct and safeguarding policies, and all other policies related to practice.
- Support your practice by taking part in personal and professional development opportunities as provided by Spark!

## Person specification

### Experience

- A track record (over three years) of successfully delivering in a similar or related role.
- Experience of delivering high quality, effective communications across social, digital and print channels.
- Experience of creating compelling and accessible digital and print resources and promotional material.
- Experience of managing the creation of externally facing reports and publications.
- Experience of managing website content and social media channels, implementing strategies and approaches to boost engagement and conversion.
- Experience of writing, editing and proofreading to a very high standard.
- Experience of working within the education and/or voluntary youth sector (desirable).

### Skills

- Excellent digital and design skills, with the ability to create compelling, professional and accessible resources, reports and promotional materials.
- Engaging written communication skills, with the ability to adapt language and messaging to different platforms and audiences.
- A flexible approach with the ability to identify the best social, digital and print channels for a wide variety of messaging, and in monitoring their effectiveness.
- Creativity with the ability to make connections between themes and pull together engaging content to feed into communications.
- Exceptional communication skills, able to speak confidently with young people, professionals, funders and senior business stakeholders.
- Highly organised, with an attention to detail, excellent project management skills, and the ability to manage multiple priorities under pressure.

### Attitude

- Positive and solution-focussed.
- Self-assured, with a 'can-do' approach and the confidence to bring ideas to the table.
- High-energy and thrives in a fast-paced busy environment.
- Welcomes feedback, with a desire to continuously improve and develop.
- Passionate and enthusiastic about improving young people's lives.
- A commitment to organisational values - empowerment, collaboration, reliability, quality, and learning.

## Terms and Conditions

<b>Job title</b>	Communications Manager
<b>Reports to</b>	Head of Partnerships
<b>Salary</b>	£37,328 per annum
<b>Contract</b>	Permanent / Full-time
<b>Line management</b>	None
<b>Benefits</b>	28 days leave (inc. 3 days between Christmas and New Year) 6% matched pension contributions Flexible working Life insurance cover Canada Life WeCare employee support package
<b>Location</b>	Our office is currently based in Brentford, London, and while remote-working is supported, some office-based and location work is necessary. We have one mandatory day a fortnight in the office.

## How to Apply

Please apply by submitting a CV and covering letter, of no more than 2 sides of A4, explaining your motivation for applying and how you fulfil the role specification. Send it to [mattlent@sparkcharity.org.uk](mailto:mattlent@sparkcharity.org.uk).

### Application deadline

9am, 3<sup>rd</sup> April 2023

### Interviews

**You will initially be invited to have an informal conversation with members of the team. In-person interviews will be scheduled short after, and will include a presentation.**

### Any questions?

Our CEO, Matt Lent, would be happy to respond to any questions you might have about Spark! You can e-mail him on [mattlent@sparkcharity.org.uk](mailto:mattlent@sparkcharity.org.uk).

## A selection of our hundreds of employer partners



*"It was a lovely, wonderful, and amazing place to have work experience. The Manager and employees were very kind and respectful. Thank you Spark! for offering me work experience!"*





## Some numbers from our last two years

**33,948**

young people on a Spark! programme or activity since 2010

**2,724**

young people placed into local work experience since 2019

**354**

young people with employment barriers matched with a Mentor

**2,792**

volunteers have supported our work since 2019

**98**

schools and colleges have partnered with Spark! since 2019

**371**

businesses partnered with Spark! in 2021/22

**84%**

of young people stated they have a better understanding of employability skills

**90%**

of young people stated that they feel better prepared for the workplace

**100%**

of young mentees feel more equipped to achieve their career goals



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