

Programme Support and Communications Officer

Contract: Permanent

Hours: Full-time

Salary: £26,000 - £28,000 plus benefits

Location: Old Street, London, and home working

Reports to: Head of Marketing and Communications

Liaises with: Events & Programmes Manager, Head of Programmes

How to apply: see final section

Deadline for applications is **Monday 24 February 9am**

About the Sheila McKechnie Foundation

SMK is here for people working to make lasting change, whether in their community, across society, or for our planet. We support change-makers by sharing the latest thinking and advice. We connect the campaign community to grow solidarity, share ideas, and find common cause. And we act as a powerful champion for the right to campaign.

SMK runs programmes for individuals and groups, offering support, advice, and a place to share knowledge on the key areas of effective campaigning. From strategy, tactics, and targets to evaluating successful campaigns, we equip campaigners with the tools and confidence to drive high-impact change.

Each year, we work directly with up to 300 organisations and well over 1000 people. They are tackling a wide range of social issues across human rights, environment, health, housing, young people, and community.

Whether improving disabled access on local transport, tackling financial inequality, or promoting solutions to global conflict, our mission is to help campaigners succeed through:

- Workshops and Training Programmes that develop new tactics, strategic approaches, and campaign skills.
- Bespoke Consultancy to support organisations and groups in delivering effective, impactful campaigns.
- Celebrating and Promoting Campaigning through our Annual Awards, which highlight the achievements and impact of campaigners from across the UK.

Through this work, SMK continues to strengthen the role of changemakers, ensuring they have the expertise and confidence to make their voices heard and their campaigns effective.

About the role

Working closely with the Head of Marketing and Communications as well as the Events and Programme Manager, the postholder will support the delivery of the training and consultancy programme and support the communications and digital function at SMK.

With the Head of Marketing and Communications you will support SMK's communications and marketing activity, aimed at strengthening our stakeholder relations, growing our profile and amplifying our reputation. This role will focus on digital marketing activity, in particular social media, and content creation.

With the Events and Programme Manager you will support administration, research and communications needs of the training and consultancy programme.

Good knowledge of digital marketing, especially social media is essential. You should have an interest in developing innovative digital content including copy and visual media for a range of online channels. You will need to be able to produce and schedule quality content related to the programmes to build engagement and sales.

You will also have the ability to develop SMK's channels further and stay on top of digital trends, audience development and stakeholder engagement practices.

We have some excellent benefits including 25 days annual leave, Christmas closure and an additional one week organisational shut down in August as part of our commitment to work/ life balance.

About you

You are someone with an interest in social change. Our ideal candidate is a team player who will thrive on working in a flexible and dynamic environment. We are looking for someone with excellent organisation and communication skills and who loves to help things run smoothly.

At SMK we are serious about making an impact and supporting campaigners and changemakers at every level. We're looking for someone who shares our values and wants to support our work by bringing their organisational and communications skills and experiences to this small busy team.

You have experience with digital marketing and content creation. And you're willing to continue to learn and grow your knowledge to ensure that SMK is at the top of its game when it comes to current practices.

You will thrive in a small, busy and ambitious team and have the flexibility to handle a broad and changeable workload. You can prioritise your day-to-day work, keep yourself motivated, and work independently.

You have good research and analytical skills and can think in a structured way. You can demonstrate good problem-solving when working on a task.

Job description

Programme support

- Provide overall administrative support to meet programme objectives.
- Coordinate programme activities for projects, events and workshops.
- Support the T&C (Training and Consultancy) team with research around marketing and identifying new clients/organisations.
- Support with managing and updating SMK's online systems, including the website, our e-commerce platform, and Mailchimp.

Marketing

- Support the planning, creation, and scheduling of multiple marketing projects, ensuring the 'SMK voice' through tone and brand is implemented across the channels.
- With direction from the Head of Marketing and Communications, manage and implement the rollout of the Awards social media engagement content plan.
- Oversee our use of social media (e.g. scheduling and asset creation)
- Support with webpage updates when required.
- Collect social media data and monitor engagement
- Be responsible for SMK projects communications when required, which might include digital marketing and communications (webpages, e-news and social media).

Salesforce

- Database management, including cleaning and updating records.
- Undertake relevant training when required.

Other

- Undertake any other duties commensurate with the purpose and remit of the post.

Person specification

Essential

- Demonstrable experience in social media delivery including content creation for appropriate channels and monitoring, collecting and analysing data.
- Experience in co-ordinating online and in person events.
- Experience of building effective relationships with stakeholders, such as clients or suppliers.
- Ability to find pragmatic solutions, seek improvements, and adapt to changing situations
- Good organisational skills – able to manage own workload effectively, take initiative and work under pressure
- Willingness to support others where needed
- Working knowledge of Microsoft Office, with a willingness to learn and use new systems
- Willingness to work occasional evenings and weekends, if required
- A good understanding of current issues affecting civil society and change-making
- Flexible, hardworking, happy to work within a small team, and committed to continuous personal development
- Good research, analytical skills and structured thinking.

Desirable

- Experience of developing a social media strategy
- Experience of audience development and engagement methods through digital marketing
- Experience or interest in campaigning
- Experience with Salesforce or another similar CRM.

Skills

- Strong administrative and logistical capabilities
- Good digital marketing skills
- Ability to use social media tools such as Canva and Hootsuite
- Good attention to detail and problem-solving skills
- Some experience of databases (ideally Salesforce)

How to apply:

If you're interested in the role, please apply via Charity Jobs [here](#).

You will be asked to submit a CV and a cover letter

We are committed to equality and providing a diverse and inclusive workplace. We particularly welcome applications from those who are significantly underrepresented in our sector, including disabled people and individuals from Black, Asian and Minority Ethnic communities.

- Applications close: **Monday 24 February 2025, 9am**
- Interviews: **Wednesday 5 March 2025**
- Ideally the candidate would start as soon as possible or within one month of the offer.

If you have any questions about the role or process, please email emma.boyd@smk.org.uk We are happy to discuss any accommodations or adjustments needed to support your application or participation in the interview process. Please let us know how we can assist.