



# A NEW DIRECTION

## Communications Officer

**Do you have a passion for storytelling and a talent for creating content that connects?**

**We're looking for a skilled and organised Communications Officer to join our team and help tell the story of A New Direction's work. You'll play a key role in promoting our programmes, amplifying our impact, and ensuring our communications are inclusive, engaging, and aligned with our values.**

If you are interested and would like any of the application documents in a different format, would like any support with the process or have any questions, please email [recruitment@anewdirection.org.uk](mailto:recruitment@anewdirection.org.uk) or call 0207 608 2132.

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## About Us

A New Direction is an award-winning charity generating opportunities for children and young people to develop their creativity.


We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and providing real and transformative opportunities - from childhood through school years and into employment.

Find out more about [what we do and our impact](#).

### Our Values



**Equity**




**Connectivity**



**Trust and Respect**



**Creative culture**



**Kindness**

We're a small, tight-knit organisation who pride ourselves on our open and supportive working culture. We aim to provide a positive and welcoming working environment where all staff can bring their whole selves to work. A New Direction is committed to equal opportunities and values diversity in its workforce.

### Our Vision, Mission & Values

Our **vision** is for a world where all children and young people achieve their creative potential.

Our **mission** is to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

Our **values** are the DNA of our organisation. They run through everything we do – determining our activity, guiding the way we work and behave, and influencing decision-making at every level.

Find out more about [our values](#).

## About the Role

This role plays a key part in the delivering impactful communications. With a focus on content creation and inclusive storytelling, alongside administrative support, our Communications Officer contributes to the increased visibility and understanding of A New Direction's mission, activities and impact.

### As Communications Officer, you will:

- Create, commission and share engaging, inclusive content that reflects our brand and values, including written, visual and video assets.
- Support the delivery of communication campaigns to share and promote our work and impact.
- Support the monitoring and evaluation of communications activity to inform strategy, reporting and help ensure communication with our audiences.
- Collaborate with a team of passionate colleagues who share a vision for a world where all children and young people achieve their creative potential.

Please read the [job description](#) below for full details about the purpose, expected impact and core responsibilities of this role.

## Who we are looking for

### We're looking for someone who is:

- A **clear and effective communicator** with excellent copywriting, editing and proofreading skills, and the ability to engage clearly and accessibly with a wide range of audiences.
- **Confident using a range of digital content creation and communication tools**, with experience of using social media, email marketing and design tools to create and commission engaging content and analyse its performance.
- **Organised and detail-oriented**, who is able to manage multiple priorities, work independently and maintain high standards of accuracy across tasks.
- **Enjoys working as part of a team**, and can build trust and work effectively with colleagues, partners and stakeholders.
- **Is creative and values inclusion**, with a strong connection to our mission, a commitment to inclusion and the importance of accessibility and a willingness to learn and grow in the role.

Please read the [person specification](#) below for full details about the skills, experience and approach we are looking for.

**We welcome applications from people who have transferable skills and/or do not meet every skill requirement.**





## What we can offer you

We can offer you a flexible and supportive working environment, a friendly team, and a unique opportunity to shape a new role and make a difference.

**Contract:** Permanent

**Hours:** Full-time, 35 hours per week

**Salary:** £29,685 per annum (with increases in line with A New Direction's pay progression policy)

**Employee benefits include:**

- 25 days annual leave per year with an extra day for each year of service up to 30 days (plus bank holidays).
- Training to support you in your job role and study leave up to 5 days per year.
- Enhanced sick pay, carer's leave and new parents leave.
- Membership of our employer funded Health Cash Plan, designed to support your health and wellbeing by helping you manage everyday health care costs.
- Access to our free and confidential Employee Assistant Programme, including free short-term counselling.

Find out more about our [employee benefits](#).

## How to apply

Full details of how to apply can be found on the [A New Direction Job Board](#).

**The deadline for applications is 10am on Tuesday 22 July 2025.**

If you would like any of the application documents in a different format, would like any support with the process or have any questions, please email [recruitment@anewdirection.org.uk](mailto:recruitment@anewdirection.org.uk) or call 0207 608 2132.

# Job Description

<b>Job Title:</b>	Communications Officer
<b>Hours:</b>	Full-time, 35 hours per week
<b>Contract:</b>	Permanent
<b>Salary:</b>	£29,685 per annum
<b>Reports to:</b>	Content Production Manager

## Purpose:

- To coordinate and support the implementation of A New Direction's marketing and communications initiatives, including contributing to strategic mar-comms campaigns, providing administrative assistance, moderating the effectiveness of our digital platforms, and creating engaging content that promotes A New Direction's initiatives and values.
- To support both the Content Production Manager and Marketing and Communications Manager to effectively deliver accessible and inclusive marketing and communication campaigns, content and activities.

## Expected Outcomes & Impact:

- Effective content creation, coordination, and administrative support for A New Direction's marketing and communications initiatives to contribute to increased visibility and understanding of A New Direction's mission, activities, and impact for its target audiences.
- Producing accessible and inclusive content with a clear visual identity contributing to increased engagement with a diverse range of stakeholders and improving A New Direction's reach.

## Core Responsibilities:

### Communications Planning and Coordination

- Manage the delivery of both strategic and content-driven campaigns.
- Manage the digital content planner (for web content, social media, newsletters), collaborating with the Content Production Manager and Marketing and Communications Manager to identify, plan and schedule activities which maintain brand tone and messaging.
- Collaborate with Marketing and Communications colleagues to monitor digital analytics and gather data to support the monitoring, reporting and evaluation of activity.
- Collaborate closely with the Marketing and Communications Manager and Content Production Manager to facilitate and support Mar-Comms strategies across multiple projects.
- Review and fulfil programme-related Mar-Comms internal requests.
- Support Programming Teams by planning and implementing programmes-related communication efforts via campaign plans.
- Support the delivery of events and stakeholder activity including producing communications assets and social media content / coverage.

- Contribute insights and data-driven information for effective reporting on communications campaigns.
- Collaborate with all Marketing and Communications colleagues to monitor digital analytics and gather data to support the monitoring, monthly reporting and evaluation of activity.
- Work with the Director of Marketing & Development on auditing our various digital platforms to make them more effective for our audiences.
- Asset Management: assisting with management of our image and film library and permissions processes in line with UK GDPR and internal guidance.
- Capturing and documenting activities that represent A New Direction's work, both by working with others (freelance photographers or colleagues) and directly by attending relevant activity / events.
- Coordinate and support the work of freelancers, consultants and delivery partners as required.

### **Content Production and Management**

- Work with the Content Production Manager to produce, update and add content to A New Direction's websites – and supporting the development of the intranet.
- Provide content moderation for digital platforms, including various social media channels and websites such as Create Jobs and LookUp, including responding to external queries.
- Enquiries and Audience management: Monitor comms mailboxes and social media DMs.
- Lead, capture and curate creative, engaging content (written, visual and video) for websites, Mailchimp newsletters, blogs and social media.
- Manage and schedule content regularly across multiple social media channels related to evergreen content and specific campaign promotions.
- Design and produce visual assets in-house, utilising existing templates for social media, website, and print using Photoshop / InDesign / Canva.
- Draft and edit compelling written content for various communication materials. Proofread and review copy for clarity, consistency, and alignment within our brand guidelines.
- Manage the online events calendar, proofing Eventbrite listings, and scheduling the promotion of events on social media for optimal exposure.
- Manage paid and free listings and produce promotional partner packs including sample copy and social assets, for various programmes.

### **Accessibility and Inclusivity**

- Implement best practices for accessible communication, ensuring that content and design consider diverse audiences and their needs.

- Collaborate with the Content Production Manager and Marketing and Communications Manager to create inclusive content that fosters a sense of belonging.

**Working Culture and Living Our Values**

- Everyone who works at A New Direction is expected to adhere to our policies and procedures, work in a way that is aligned with our values and contribute to creating an inclusive and welcoming working environment.
- Take personal responsibility for ongoing learning and professional development.
- Contribute to implementing A New Direction's Living Our Values Action Plans, including Accessibility, EDI, and Environmental Responsibility.

**Undertake other duties which may reasonably be required.**

**Special conditions:**

This role is open to hybrid working.

It is likely that on occasions, this role will be required to work unsocial hours, including evenings and weekends. We operate a TOIL (time off in lieu) system.

# Person Specification

**We are looking for someone with the following skills, experience and approach.**

## Skills

- Excellent copywriting, proofreading, and editing skills, with a high level of attention to detail and tone.
- Good web and page building skills and with an eye for design.
- Can communicate clearly and effectively with people from a wide range of backgrounds in different settings.
- Can build trusting relationships with people or groups who work with A New Direction or are impacted by our work.
- Excellent organisational skills, with the ability to manage their own time, work independently and prioritise their workload.
- Strong IT skills, including working knowledge of Microsoft Office, and the ability to quickly learn how to use new software.

## Experience

- Creating content using Adobe Creative Suite (Photoshop, InDesign, CapCut) and Canva.
- Working with web Content Management Systems.
- Delivering email campaigns using marketing tools such as Mailchimp.
- Using a range of social media platforms and scheduling tools (such as Sprout Social or Hootsuite) for a brand.
- Applying accessibility best practices across digital platforms.
- Gathering and analysing data from social media dashboards and digital performance tools (such as Google Analytics) to measure content effectiveness and audience engagement.
- Commissioning and working with freelancers.
- Working across multiple projects using project management tools such as Monday.com.
- Handling data in line with UK GDPR guidelines.
- Experience or working knowledge of applying SEO principles and using paid advertising.

## Approach

- Displays a strong empathy with the values and vision of A New Direction.
- Committed to working in an environment which values and celebrates equity, diversity and inclusion.
- Enjoys working as part of a team and works well with others.
- Takes a flexible and adaptable approach to work and asks for support when needed.
- Values creativity and is committed to ongoing learning and professional development. (Development).

**A New Direction is committed to equal opportunities and values diversity in its workforce.**

**A New Direction is committed to implementing safeguarding through safer recruitment.** All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references, and be eligible to work in the UK.

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