



Communications Manager

Employer: Sex Education Forum

Role: Communications Manager

Hours: Part time 0.6FTE (35 hours per week for 1.0FTE)

Hours to be carried out during business hours, spread over the working week.

Pay: £38,000 per annum 1.0 FTE

Contract: 12-month contract, with scope for extension

Location: Remote working (within UK) and some travel.

Annual leave: 38 days per year including bank holidays for 1.0FTE

Sex Education Forum was founded in 1987 and became an independent charity in 2021. We convene over 70 Partner organisations, working together to make sure that the relationships and sex education (RSE) young people get is right for them. We influence national policy, are a respected voice in the media and contribute to ground-breaking research on RSE. By working in partnership with young people and training educators who work with some of the most marginalized young people, we know what changes are needed to make RSE the best it can be. We will soon be launching a new three-year strategy and have secured multi-year funding to further embed youth inclusion in our work. The Communications Manager will be a new role, working closely with the CEO and staff team, enabling us to realise the ambitions of our strategy.

We are seeking to appoint someone with a depth and breadth of communications skills. The successful candidate must be a strategic thinker with excellent interpersonal skills and have values aligned with ours. Your ability to lead and deliver our communications functions will enable us to platform young people, engage with a diverse range of professionals and communicate effectively to stakeholders including funders, government, Parliamentarians and the public.

This is an incredible opportunity for a communications specialist to bring your creativity and skillset to a thriving, innovative and highly respected national charity. This will be a rewarding role, with huge potential to grow your management and leadership skills to empower others and to make a difference to the lives of children and young people.

We are particularly keen to hear from applicants that reflect the diversity of educators and young people that Sex Education Forum seeks to support.

Funding has been secured which provides scope for extension of the fixed term contract.

You can read more about the work of the Sex Education Forum [here](#) and in our annual [report and accounts](#).

Deadline for application: 6 July (midday)

Interviews: 11 July (online) with possible second round 21 July

Job description

Strategic communications

- Develop and implement, working closely with the CEO, an external communications strategy including social media strategy, aligned with SEFs three-year strategy.
- Support SEFs policy influencing activities through relevant research and communications activities.
- Lead on the launch and communications strategy for SEF's flagship annual Young People's RSE Poll.
- Develop and deliver impactful communications plans to support SEF's work and specific projects.
- Work closely with young people to support them in communicating their RSE messages, through a range of platforms and formats such as blogs and SEF events.
- Provide strategic communications support and advice across the organisation as required, including in relation to fundraising, membership development and other activities.

Media and PR

- Be the first point of contact for media enquiries, providing advice to the CEO and supporting colleagues in handling media interest.
- Develop and maintain relationships with print, digital and broadcast media outlets.
- Draft press releases, opinion pieces, and media responses.

External and digital communications

- Develop and manage the implementation of SEFs social media strategy, planning and creating engaging social media content and supporting colleagues and stakeholders to contribute to this.
- Support with the production of selected SEF online member events, working closely with colleagues.
- Lead on the production of written reports and resources, working with colleagues, as appropriate.
- Review, develop and manage the ongoing maintenance and future-proofing of the Sex Education Forum web-site.

Marketing and brand management

- Lead on the updating and use of cohesive house branding internally and externally.
- Lead and coordinate all marketing and external communications activities across the team, including designing and implementing an annual cycle of marketing activities to secure sales for existing and new traded income products including training and membership, working closely with the Head of Training and Development.
- Carry out market research to inform new product development aligned with SEFs strategy.
- Work closely with the Operations Manager on the implementation of an upgraded CRM.

Culture and values

- Contribute proactively to the implementation of SEF's vision for equity, diversity and inclusion (EDI).
- Model a commitment to staff learning and development.
- Carry out other duties as reasonable and relevant to the level of the post.

Person specification – Communications Manager

We are seeking someone with an enthusiastic belief in the objectives and values of the Sex Education Forum who is ready to apply a breadth of communication skills and experience to including young people and implementing SEF's vision for equity, diversity, and inclusion. The communications skills we are looking for are as follows:

- A proven track record of leading strategic communications, in either the voluntary, public or purpose-driven sector.
- Experience in successfully developing and delivering communications strategies.
- Outstanding written and verbal communication skills.
- Strong digital expertise, including website management, email campaigns, and social media.
- Excellent stakeholder management and interpersonal skills and ability to utilise professional networks.
- A personal drive and proven track record of implementing successful marketing strategies and generating sales income in support of a non-profit.
- Ability to inspire others and collaborate effectively across functions.
- Demonstrable ability to think and plan strategically with a forward-looking and holistic approach.
- Knowledge of RSE within the media and the ability to communicate sensitively on related issues.
- Understanding of the charity sector
- Accurate knowledge of compliance requirements for GDPR and experience of how these apply in practice.

Further information

An organogram for the Sex Education Forum is provided below. The Communications Manager will report to the CEO.

