



## **Comms Manager**

### **Job Description**

## **About Galop**

Galop is the UK's LGBT+ anti-abuse charity. Founded in 1982, Galop has been championing the needs and safety of the LGBT+ community for 40 years.

Galop works directly with thousands of LGBT+ people who have experienced abuse and violence every year. We specialise in supporting victims and survivors of domestic abuse, sexual violence, hate crime, and other forms of abuse including honour-based abuse, forced marriage, and so-called conversion therapies. We are a service run by LGBT+ people, for LGBT+ people, and the needs of our community are at the centre of what we do.

We run three national support helplines: for LGBT+ victims and survivors of domestic abuse, survivors of so-called "conversion therapy", and LGBT+ people who have experienced hate crime. We provide advocacy services, both in London and nationally, for LGBT+ victims who need longer-term support. We are person-centred, empowerment-based, and trauma-informed – meaning our focus is always on helping our clients decide what is best for them, and then supporting them through their journey.

We use what we learn through working on the frontlines with clients to work for national and local policy change to improve outcomes for LGBT+ victims and survivors of abuse and violence. We build evidence through key pieces of research, like our recent series of reports into LGBT+ experiences of sexual violence. We push for legislative change, improved statutory guidance for victims, and better understanding of the needs of LGBT+ people around the country.

# About the Comms Manager

This role is part of a new team which was created in 2021, and reports to our Head of Fundraising and Comms. You will work with our leadership team to deliver an annual communications plan for the organisation, ensuring an effective and consistent voice in both our proactive and reactive comms work.

You'll be our first point of contact with the press and media, and lead on drafting statements, providing quotes, and arranging and briefing the CEO for any media appearances. Galop has many opportunities, which you will help us grow into a strong platform for LGBT+ victims of abuse in the UK.

You will have responsibility and oversight of our social media channels and website content, working closely with our frontline, fundraising, and policy teams to build a strong and consistent narrative around our work, the needs of our community, and our services. You'll work with the Head of Fundraising and Comms to create and deliver supporter comms, as well as working with the CEO to drive internal comms as Galop grows.

This is a pivotal moment in Galop's journey. We have grown quickly over the last six years and you will help shape the future of our work. You'll help us reach more of our community. You'll be helping to amplify the voices of LGBT+ survivors of abuse. Due to the nature of the role, in cases of emergencies or urgent external situations, weekend or evening work will occasionally be required.

You will be responsible for:

- Delivering our external communications including social media, our website, and press and media
- Developing and delivering clear, consistent comms across the wide range of Galop's work, both proactively and in response to external events and issues, in line with our brand
- Working closely with our frontline, fundraising, and policy teams to build a strong narrative around our work, the needs of our community, and our services

- Developing and expanding our relationships with key journalists, press contacts, and others to enlarge the amplification of our messaging
- Implementing all social media channel strategies including Instagram, Twitter and Facebook, delivering on our Social Media Strategy KPIs
- Designing press plans around key campaigning periods, policy moments, or research launches
- Working with the Head of Fundraising and Comms to design social campaigns for all key comms projects, policy moments and research launches which will resonate with our target audience and community, driving reach and engagement
- Monitoring and managing responses to our external comms
- Ensuring high quality communication with individual, corporate, and community donors and other supporters
- Working with our external designer to ensure effective visuals to amplify our messaging
- Working with the leadership team to create and deliver an internal comms plan
- Maintaining our records of key press and media contacts and ensuring best practice and adherence to relevant legislation
- Maintaining a thorough knowledge of all aspects of the work of Galop and its related issues and keep informed of external affairs that may affect the organisation

You will work closely with the Head of Fundraising and Comms and the CEO to:

- Create and deliver an annual communications plan for the organisation, defining our areas of engagement and ensuring a timely response to external events as well as amplifying Galop's own messaging
- Assess risks around comms work
- Ensure that all comms are in line with Galop's ethics and values

## About you

We're looking for someone with a good strategic comms brain and an understanding of press and media to help Galop take its next steps. You'll need to have good resilience and self-care, and be prepared to work in an environment where abuse and violence are regularly talked about. You'll

need to understand the impact of trauma and how that affects our frontline staff.

The below list is a guide for the kind of skills and experience we'd like you to have – but you don't have to have it all to be considered. We recognise that your experience may be from unpaid roles as well as formal employment. We want to know why you're the right person for this role, not whether you've been given the right opportunities.

<b>Experience and knowledge</b>	<b>Essential (E) or Desirable (D)</b>
Experience of working with media and press, including responding to requests, arranging press coverage and media appearances, and networking with journalists	E
Experience of developing and managing social media and website content, including monitoring interaction	E
In-depth knowledge of LGBT+ experiences and communities	E
Experience of creating comms plans for campaigns, launches, and other key internal priorities	E
Experience of managing comms with supporters, stakeholders, or staff	E
Experience of managing and delivering strategic comms within a charity	D
Experience of working in the LGBT+, VAWG, or victim support sectors	D
A strong understanding of risk	D
<b>Skills</b>	
Excellent written and oral communication skills, with strong attention to detail	E
Ability to write inspiring and compelling content	E
Ability to work collaboratively	E
Ability to manage multiple priorities to set deadlines	E
Ability to respond quickly and flexibly to external events	E
Confident networker, with strong communication skills	E
Strong understanding of discrimination and intersectionality	E

At Galop, we believe that life should be safe, just and fair for all LGBT+ people, and that includes our staff in the workplace. We believe in equity and understand the importance of inclusion for staff with a wide range of

lived experience. No matter your age, race, faith, orientation, gender identity, disability, or class, we want you to feel welcome here. To that end Galop has a multi-year Equity, Diversity, and Inclusion plan in place, currently focusing on equity and inclusion for Trans and BAMER members of staff. We are committed to listening and learning, and to constant improvement. We believe it is our job to make sure that all our staff, particularly those from minoritised backgrounds, feel welcome, safe, and able to thrive at Galop.

## **Location**

Galop's offices are located in London. Hybrid working is available

## **Hours**

Full Time (35 hours per week)

## **Contract**

Permanent

## **Reports to**

Head of Fundraising and Comms

## **Salary**

Galop uses the NJC scales. This post is on NJC scale points 26-29 (£34,762.89 - £37,264.92 per year including London Weighting).

## **Closing Date**

Applications should be submitted by 10:00am on August 10th 2022. First round interviews will be held on week beginning August 22nd 2022.