



**Tender  
Application Pack**

**Communications Manager**

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September 2024



## About Tender

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Thank you for your interest in this role. Tender is an arts charity working with children and young people to prevent domestic abuse and sexual violence through creative projects. Our programmes are safe, enjoyable, age-appropriate spaces where young people can engage with sensitive topics and “rehearse” for real-life scenarios. Participants are encouraged to be both consumers and producers of learning through script-work, role-play and creative media such as films and art. Throughout, we enable young people to explore their choices, rights and expectations in relationships and to recognise the early warning signs of abuse.

Since 2003, Tender’s work has grown and diversified from a single workshop programme delivered to schools, into a broader range of programmes reaching both children and young people, and professionals with a safeguarding responsibility such as teachers, youth workers, social care workers and foster carers. Tender’s programmes include Healthy Relationships projects delivered across London and national hubs, projects delivered using online resources and technology, specialist projects for children and young people who face particular barriers to recognising or accessing support for abuse, whole school and whole setting approaches, and training for professionals.

In primary schools, we build strong foundations through exploring healthy friendships and family relationships. We develop these skills further in secondary schools and youth settings, where we focus on healthy intimate and romantic relationships. We provide training and resources to university student unions, societies and students. Across all settings, we provide training and resources for professionals working with young people to support them in preventing abuse. We also provide training for workplaces to address a range of issues, such as bullying and harassment, and promote healthy workplaces.

Tender’s mission is informed by continued evidence that domestic and sexual violence are highly prevalent issues in young people’s lives. 16-25-year-olds are widely recognised as the age group most likely to experience an abusive relationship (SafeLives, 2019) and estimated 2.4 million people aged 16-74 years in the UK suffered some form of domestic abuse between 2018-2019: 1.6 million female victims and 786,000 male victims (ONS, 2019).

Domestic abuse happens across all socio-economic groups, meaning it can be experienced by anyone. With a mandatory statutory Relationships, Sex and Health Education curriculum only just coming into play, young people aren’t receiving the consistent support they need to navigate this risk. There is therefore a vital need for age-appropriate education around these issues from an early age.

As a result of our programmes: 93% of young people now understand it is never okay to be violent to someone, 99% of young people can name at least one early warning sign of an unhealthy relationship, and 96% have more knowledge about where to seek support for relationship abuse.



## About the role

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We have grown rapidly in recent years, and now have an exciting and varied programme of work. We have developed a long-term strategy focused not only on continuing to grow the reach of our programmes, but to use the learnings from our work to have a greater influence on how policy makers, researchers and influencers approach preventative approaches to violence against women and girls (VAWG).

We have identified core audiences we are seeking to engage more proactively and more consistently to both spread the message of our work and to influence public policy and statutory commissioning decisions. We are now looking for a Communications Manager to drive this work and establish our position as an influential, informed and powerful voice for change.

You will work closely with the Development Director to develop and implement a cross-organisational communications strategy to maximise our reach and brand awareness amongst core audiences, leading in turn to increased funding and an impact on statutory and policy approaches to preventing VAWG. You will line manage our Senior Communications Coordinator and collaborate closely with the senior leadership team (SLT), who lead on our policy and influencing work. You will also support the Development team to better engage current and potential supporters and funders.

Bridging the gap between senior leadership and delivery, you will be a confident and strategic thinker, but remain excited by the challenge of getting stuck in. You will be comfortable supporting colleagues to deliver activity as well as working independently on your own projects. You will have the knowledge and experience to ensure that the right policies, frameworks and plans are in place for our small team to achieve ambitious plans.



## **JOB DESCRIPTION COMMUNICATIONS MANAGER**

### **Role Purpose**

The main purposes of the Communications Manager role are:

- Developing, leading and implementing Tender's communications strategy, focusing on supporting our fundraising and building engagement with key audiences
- Accountability for Tender's organisational profile, building profile and engagement through content creation with key strategic audiences, including the website, social media, and print and online marketing materials
- Accountability for the development and management of Tender's own media channels, ensuring a consistent user experience and organisational voice

### **Main Responsibilities and Duties**

#### *Strategy and brand development*

- Developing, leading and implementing Tender's communications strategy, with a focus on maintaining Tender's high reputation and building engagement with key audiences (policy makers, funders and supporters, staff) and supporting Tender's fundraising efforts
- Tailoring communication strategies to target specific audiences and garner support for the cause through targeted profile building, in particular to support Tender's policy & influencing work
- Developing and implementing annual and quarterly communications plans to achieve the objectives of the communications strategy
- Overseeing the consistent application of Tender's brand guidelines and supporting the Senior Communications Coordinator in the creation of templates aligned with brand guidelines, ensuring high quality and production values are maintained across resources
- Developing and maintaining a strong awareness of the external environment relevant to VAWG and identifying opportunities to promote Tender's positions

#### *Communications*

- Ensuring consistent branding and tone of voice across all online and offline channels
- Taking complex and varied information and translating it into inclusive, easily-understood content that builds positive relationships with stakeholders and develops and retains supporters
- Leading the development of stories to share the experiences of Tender's beneficiaries to engage and inspire key audiences
- Working with the Research and Impact Team to develop communications proposals and maximise the use of in-house and external data
- Working with the Development team to develop and lead on communication plans for ongoing donor engagement and specific campaigns
- Overseeing the Senior Communications Coordinator's support for fundraising campaigns and service delivery promotions



- Collaborating with the COO on implementing an internal communications approach, and collaborating with SLT to create content and deliver key messages to staff
- Responsibility for Tender's crisis communications strategy, working directly with the CEO and Development Director to develop responses on reputational issues or external crises
- Overseeing the Senior Communications Coordinator's role in events, such as conferences and events for supporters and the public

#### *Media*

- Developing and implementing a media engagement strategy which is appropriate to support Tender's policy & influencing work
- Identify proactive media opportunities, including harnessing the news agenda; developing campaigns; and drafting and selling in stories, comments, and opinion pieces to support Tender's policy & influencing work
- Overseeing the Senior Communications Coordinator's management of media relationships, press releases and statements, and media coverage monitoring
- Supporting the CEO and Development Director to engage Tender's high-profile ambassadors to promote awareness of Tender and our campaigns

#### *Digital*

- Overseeing key communications channels, including Tender's website and social media, and overseeing the Senior Communications Coordinator's management of our website, social media and email marketing
- Ensuring a seamless and consistent user journey across different channels
- Overseeing the Senior Communications Coordinator's management of Tender's media library system

#### *Administration*

- Monitoring and evaluating Tender's communications work to ensure lessons are learnt and continuous improvements are made
- Working with the Development Director and COO to develop organisational systems and processes
- Accountability for the management, within budget, of external communications consultants
- Working with the Development Director to ensure data is managed well across our Salesforce CRM and Mailchimp
- Keeping updated on and adhering to communications regulations, such as GDPR, PECR and industry best practice guidelines
- Completing all mandatory training, and proactively seeking opportunities for ongoing professional development
- Following all policies and procedures, including safeguarding, data protection and equal opportunities
- Undertaking any other reasonable duties commensurate with the grade and competencies required of the post requested by the line management

**Person specification**

<b>Knowledge</b>	<b>E/D*</b>	<b>Assessment**</b>
Knowledge of audience segmentation and personalisation and of optimising CRMs to improve supporter journeys	E	SS, I
Understanding of the violence against women and girls' sector and current and developing policy and practice in preventing VAWG	D	SS, I
Proficiency in office and communications software, including Word, Excel, PowerPoint, Salesforce	E	CV
Understanding of regulatory framework relating to communications and marketing, e.g. GDPR	D	SS
<b>Experience</b>		
Leading or supporting the development of communications strategies and operational plans	E	SS, CV
Demonstrable experience working in a communications or campaigning role	E	SS, CV
Developing communications plans and integrated campaigns to achieve strategic objectives	D	SS, CV, I
Creating high quality content across various channels (blogs, social media posts, website landing pages, marketing materials, newsletters, case studies etc)	E	SS, CV, I
Writing engaging copy for different audiences and objectives, such as fundraising campaigns, internal communications and corporate engagement	E	SS, CV, I
Experience of working with charity ambassadors and others to promote awareness of an organisation and support campaigning	D	SS, CV, I
Event management experience	D	SS, CV
<b>Skills and behaviours</b>		
Skilled copy writer with the ability to write clearly and creatively, ensuring high accuracy in spelling and grammar	E	A, I
Demonstrable commitment to safeguarding and equal opportunities	E	I
Ability to manage your own time and priorities to meet agreed objectives	E	I
Ability to solve problems, working flexibly and collaboratively with colleagues across departments	E	I



Project management skills, with an ability to keep multiple projects on track and on budget.	E	I
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\* Indicates whether a criteria is essential (E) or desirable (D)

\*\*Indicates whether the criteria will be assessed in the supporting statement (SS), CV, or at interview (I)

## Summary of terms and conditions

<b>Title</b>	Communications Manager
<b>Department</b>	Development & Communications
<b>Reporting to</b>	Development Director
<b>Responsible for</b>	Senior Communications Coordinator
<b>Contract</b>	Permanent
<b>Salary</b>	£39,140 pro rata
<b>Hours</b>	3 days/week (21 hours), ideally increasing to full time (35 hours) from April 2025
<b>Place of work</b>	London / hybrid
<b>Benefits</b>	25 days holiday pa (pro rata) plus public holidays Employer contribution to pension Employee assistance programme Flexible working



## GUIDANCE NOTES FOR APPLICANTS

### Application process and key dates

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Please submit your CV, including education, qualifications, and full employment history and any other relevant experience showing responsibilities and relevant achievements. Please also submit a 1 – 2 page supporting statement that demonstrates how you meet the criteria in the person specification. Both documents can be submitted using our recruitment portal for the [Communications Manager role](#).

If you need this information or any of our job application forms in an alternative format, please contact us by email at [home@tender.org.uk](mailto:home@tender.org.uk) or by phone, on 0207 697 4277. We are happy to receive applications in alternative formats. If you would like to have an informal conversation about the role before applying, Kate Dolleymore, Development Director, would be happy to speak to you. You can contact Kate at [katedolleymore@tender.org.uk](mailto:katedolleymore@tender.org.uk).

**Closing date for applications:** 20 October 2024, 11.59pm  
**Shortlisting:** W/c 21 October 2024  
**Interviews:** W/c 28 October 2024  
**Start date:** ASAP

Tender does not pay for interview travel expenses. However, we may reimburse candidates on job seeker allowance for reasonable travel expenses up to a maximum of £15 to attend an interview if prior authorisation has been obtained.

Due to the volume of applications we receive, we are unable to provide candidates with feedback about their applications. We will provide feedback to any candidates shortlisted for interview.

### Writing your supporting statement

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The supporting statement plays a key part of our recruitment and selection process. We use the information you provide to decide whether or not to invite you for an interview. It is important that you complete the supporting statement as fully and accurately as possible, ensuring that you give specific examples which demonstrate how you meet the essential and desirable criteria for the role for which you are applying. Incomplete applications are unlikely to pass shortlisting.

The supporting statement is intended to allow you to provide evidence of your experience, knowledge, skills and abilities that are relevant to the role as described in the role profile. Selection is based on the evidence you provide against the requirements of the role as set out in the person specification. It is important that you tailor your response to clearly demonstrate how you meet each requirement. No assumptions will be made about your achievements and abilities.





Please provide examples of past experience that clearly demonstrate what we are looking for, and be precise about what you did, how you did it and the outcome or results of your actions. A useful guide is the STAR method:

- **Specific:** give a specific example
- **Task:** briefly describe the task/objective/problem
- **Action:** tell us what you did
- **Results:** describe what results were achieved

Please provide examples from work experience, or from other aspects of your life such as voluntary work, school or college work, or family/home responsibilities.

### **Equality opportunities**

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We aim to remove any barriers, bias or discrimination that prevent individuals or groups from realising their potential and contributing fully to Tender's performance and to develop a culture that positively values diversity. We are committed, to achieving and maintaining a workforce that broadly reflects the local communities in which we operate.

If you have the right skills for the job, we want to hear from you. We welcome applications from people from all backgrounds and with all different kinds of life experiences, including those who have had breaks in their careers for any reason.

We particularly welcome applications from male-identifying candidates and candidates from a Black, Asian or other minority ethnic background as they are currently under-represented within Tender. We have made a positive commitment to employ disabled people and guarantee to interview all disabled candidates who meet the minimum essential criteria for the role as set out in the role profile and person specification. If you wish you apply for consideration under the guaranteed interview scheme, please note this in your supporting statement.

We ask applicants to complete an [equal opportunities monitoring form](#). This is voluntary, but the information we ask for goes towards helping us ensure we are an inclusive employer by monitoring diversity in the workplace. This form will not be seen by anyone involved in reviewing applications or interviewing candidates. We will only use your information for the purposes specified on the form and detailed in our Privacy Notice (available on our website).

Our roles are open to discussion about flexible working, which would include arrangements such as part-time working, formalised flexi time, fixed working hours, working from home and job-sharing subject to business needs.

Please let us know if you require any adjustments to be made to the shortlisting process or to provide any information you wish us to take into account when considering your application. If you are selected for interview, we will ask you to let us know if you have any access needs or may require reasonable adjustments to the interview or assessment at that stage. Please be assured we will be supportive in discussing reasonable adjustments with you at any stage of



the recruitment and selection process and, should you be appointed, as part of your employment with us.

### **Safeguarding**

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This role is subject to an enhanced disclosure being sought from the Disclosure and Barring Service, and the successful applicant will be required to register with the DBS Update Service. If you already have a DBS certificate, and are registered with the DBS Update Service, please include this information in your application. If you are the successful candidate, we will ask for your permission to access the DBS Update Service and we would also need to view your disclosure certificate.

The successful candidate will be required to provide evidence of entitlement to work in the UK. All job offers are subject to the receipt of two satisfactory references: one of these should be your present or most recent employer, the other could be someone who knows you in a work-related, voluntary or academic capacity. Both referees should be able to comment on your suitability for the post applied for.

### **Data protection**

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Tender is committed to complying with data protection regulations. We only use your information for the purposes specified on this form and detailed in our Privacy Notice. Please note that your application form will be stored securely, and the information you have provided will not be disclosed to any outside agency unless we are obliged to do so.

Forms from successful applicants will be used as a basis for the personnel record. Forms from unsuccessful applicants will be destroyed after 6 months, with the exception of forms from applicants who have consented for their details to be held on file for future vacancies; these forms will be held for a further 18 months.

### **Complaints procedure**

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Any applicant who considers that they have been unfairly treated or discriminated against can contact Trupti Reddy ([trupti@tender.org.uk](mailto:trupti@tender.org.uk)) in writing or by email. Complaints received within one month will be taken seriously and investigated promptly and sensitively by the CEO and COO, who will advise of the outcome. This does not affect your legal rights.