



MARKETING AND COMMUNICATIONS MANAGER

Recruitment Pack

WELCOME FROM THE CHIEF EXECUTIVE

Dear Candidate,

I am delighted that you have shown an interest in our **Marketing and Communications Manager** role. This is a crucial post working closely with colleagues across the organisation to manage internal and external communications and marketing campaigns, to raise the profile of the charity, our events and our giving campaigns, and to engage new audiences and existing stakeholders.

London Legal Support Trust has been supporting free legal advice providers for the last 20 years by providing financial and non-financial support. The organisations we support include Law Centres, Citizens Advice, and other legal advice agencies. These organisations help families facing homelessness, older people requiring community care, trafficked women and children and women fleeing domestic violence, people with disabilities, refugees, people who are facing unemployment, discrimination and those with mental health problems.

LLST has four core strands of work in support of free legal advice services in London and the South East:

- Raising funds to distribute as grants
- Working collaboratively with others to raise funds for the free legal advice sector and work towards responding issues that affect the advice sector,
- Supporting the free legal advice providers through funder plus programmes, including the Centres of Excellence programme, the billing project, specialist advice forum,
- Helping to reduce costs and save money through pro bono or discounted schemes

We hope you would like to join our small and very friendly team, and we look forward to receiving your completed applications.

Best Regards,

Nezahat Cihan

Chief Executive Officer

HOW WE WORK

Our events

London Legal Walk

The continued growth of the London Legal Walk owes a huge amount to the support received from the Lord Chief Justice, the Master of the Rolls, the President of the Supreme Court, The Director of Public Prosecutions, the President of the Law Society, the Chair of the Bar Council and the President of CILEx, as well as a large number of leading judges, leading partners of City firms and heads of chambers who participate.

Over 900 teams in the 2023 London Legal Walk represented every aspect of the legal profession, solicitors' firms and barristers' chambers, in-house lawyers, Law Centres, law schools, independent advice agencies and Citizens Advice. Many friends, families and supporters also took part. Some walkers even brought their dogs!

Regional Walks

We organise similar walks in Brighton, Chichester, Guildford, Oxford, Reading, Eastbourne, Southampton, Hastings, Hackney and Tunbridge Wells. All the money raised locally goes to the local advice agencies.

Other fundraising events

We deliver a number of other fundraising events during the year, such as the Great Legal Bake, Great Legal Quiz and Walk the Thames. We also support people fundraising for LLST through London Marathon, ASICS 10k, Big Half Marathon, Royal Parks Half Marathon.

We also raise money through individual and corporate donations.

Our grants

The money raised is distributed to legal advice centre beneficiaries through occasional small grant rounds, emergency funding, and our Centres of Excellence Scheme.

Our Support for Legal Advice Centres

Centres of Excellence Scheme

In partnership with City Bridge Foundation, LLST has developed the Centres of Excellence scheme as a diagnostic process to assist legal advice agencies to identify their strengths and weaknesses, and to help LLST to assess how it can further support them. The programme is not a quality mark or a pass/fail assessment. It is an offer of support through an ongoing process of continuous development with some funding attached.

London Specialist Advice Forum

The London Specialist Advice Forum was created after a need was identified for Centres of Excellence agencies to have a space to share ideas, discuss issues, and offer peer support.

Billing Project

We help free legal advice agencies with legal aid contracts to manage their contracts effectively by investing in billing coordinators that help organisations to clear their backlogs, improve their systems and increase cash flows.

Advice Workforce Development Fund

Following initial brainstorming with the London Advice Funders and sector representatives, together with the Trust for London and Paul Hamlyn Foundation, we commissioned the [Addressing Skills Gap](#) research in 2022 to identify potential solutions to the workforce crisis in the advice sector. The research report listed a number of recommendations for the funders and advice organisations to work together to start responding to the skills shortages within the advice sector. A group of funders, including Trust for London, City Bridge Foundation, Paul Hamlyn Foundation and the National Lottery Community Foundation, have contributed to a pooled fund to start working on some of these recommendations. The Greater London Authority and The Legal Education Foundation also support projects that align with this work. This project is a part of Robust Safety Net of the London Funders' [Propel](#) initiative.

Money Saving Project

LLST continues to support free legal advice organisations through providing money saving groups, education about discounts or exemptions available to charities and managing in-kind donations from law firms or chambers. Specific arrangements exist to save money for charities on stationery, photocopiers and printers, franking machines, energy costs, software, hosted cloud solutions, CRM systems and more.



JOB DESCRIPTION

Marketing and Communications Manager

Reports to:	Head of Operations (working very closely with the CEO)
Salary:	£32,500 - £37,500 pro rata (depending on experience)
Location:	Hybrid (min. 1 day per week in Holborn office)
Hours:	0.6 - 0.8 FTE (22.5-30 hours over 3, 4 or 5 days as preferred)
Contract:	Permanent

PURPOSE OF THE POST

The Marketing and Communications Manager is responsible for our external communications and marketing, our social media channels, and maintaining and managing our website. Working with colleagues across the organisation, they work to secure greater participation in our events, engage our active network of supporters across the legal sector, and raise awareness about the impact of our work as well as the work of the legal advice charities we support. They help to create and implement a sustainable communications plan and social media strategy, generating innovative content to grow our online presence and increase engagement.

CREATING CONTENT AND PLANNING COMMUNICATIONS

- Create and manage high-quality LLST communications for different channels and audiences including social media, website, blogs and case studies, to raise the profile of LLST's events and other programmes
- Work closely with the CEO, Events and Fundraising, and Sector Support & Grants teams to develop and implement LLST's communications strategy
- Ensure that our communications materials and systems are maintained and improved
- Work with the Events team to promote fundraising events (general event update emails; key supporter/organiser mailings; direct marketing to individuals)
- Help to develop and maintain a portfolio of branded material promoting our services
- Manage our marketing and communications support from corporate partners including pro bono support and sponsorship

- Attend marketing groups and networks to develop the work of LLST
- Maintain and develop relationships with external contacts to distribute our work via other channels, e.g. blogs, newsletters, reciprocal social media arrangements etc.

WEBSITE MANAGEMENT

- Oversee the development and improvement of our website(s), liaising with colleagues and external designers to create the best possible public platform to promote LLST's work
- Update our website(s) regularly, sharing news on our events and programmes, updating events pages where necessary; adding articles and downloadable resources
- Be the main point of contact for LLST's website development and maintenance
- Make use of Google Analytics to provide reporting on engagement and reach
- Work with external consultants to implement Google Ads and other web promotion

SOCIAL MEDIA MANAGEMENT

- Work with colleagues to create and implement a sustainable social media strategy across social media channels such as Facebook, Twitter (X), LinkedIn, and Instagram
- Keep up-to-date with emerging trends in digital communications and social media, and recommend potential new channels for marketing and audience engagement
- Daily management of LLST's social media channels; creating original and engaging posts using graphics, film and photography and actively engaging with our audiences
- Use analytics to report on results of digital campaigns, track monthly performance across channels and inform future activity

EVENTS AND FUNDRAISING

- Work closely with the events team (including interns and volunteers) to promote, organise and manage our walks and other fundraising events
- Develop and maintain email marketing system via Pardot and Salesforce
- Brand our events, and support partners such as legal advice agencies (voluntary sector) to use our branding in organising their own events
- Work with Events team to engage sponsors for events and ensure suitable branding

CONTACT MANAGEMENT SYSTEM

- Help to maintain and improve LLST's contact database via Salesforce
- Coordinate the maintenance and expansion of contact lists via Salesforce and Pardot (training to be provided) including supporters, event attendees and external stakeholders in line with data protection rules and LLST policies

PR

- Draft press releases and news stories on a regular basis to promote LLST's work
- Monitor media coverage of LLST; maintain an up-to-date archive of all media coverage
- Drawing from content shared by colleagues, write copy for various outlets across multiple platforms on a regular and ad hoc basis
- Seek new opportunities for the promotion of LLST's work and events in traditional and alternative media
- Maintain and develop press contact relations
- Create press plans when needed, including contingency planning and the nomination of press spokespeople

DATA PROTECTION

- Help to ensure data protection requirements are adhered to across the organisation

GENERAL

- Other tasks as required and generally commensurate with the post

This job description does not form part of the Contract of Employment.

PERSON SPECIFICATION

Essential:

- Enthusiasm for the cause and our work; commitment to social justice and equal opportunities for all
- Excellent digital skills, including experience of content management systems such as WordPress
- Experience in a communications and marketing, public relations and/or digital role and understanding of organisational branding
- Proven ability to effectively write and edit copy for different audiences
- Confidence with IT including Microsoft Office suite
- Excellent proofreading, copywriting and editing skills
- Proven ability to communicate with a wide range of people and to liaise effectively with other organisations
- Excellent attention to detail
- Good eye for design and some experience with design software such as Canva or InDesign
- Ability to work well under pressure; strong organisational skills to work in a busy environment with competing demands
- Highly motivated, with ability to work on own initiative as part of a small team
- Flexibility and willingness to learn new skills; professional, reliable and responsible

- Ability to occasionally work outside office hours as required (with time off in lieu), particularly in the build-up to events, on the days of events and in other busy periods
- A positive attitude to problem-solving and finding new solutions

Desirable:

- Understanding of the legal sector, particularly the free legal advice or pro bono sectors
- Understanding and experience of the voluntary sector, fundraising or events
- Experience of building and improving an organisational website
- Experience of Salesforce
- Experience of working with email marketing tools such as Pardot
- Understanding of data protection regulations and best practice

EQUALITY AND DIVERSITY

The advice sector provides services to a very diverse range of communities in London. We believe that a more diverse and inclusive organisation is the perfect environment to bring more innovation and better decision making. We are therefore particularly welcome of applications from diverse backgrounds including, Black and minoritised communities, and from people with disabilities to help strengthen the diversity of thought and experience in our team.

We are committed to providing a supportive and inclusive culture for everyone who needs or provides our services and within our own organisation and will not discriminate or tolerate discriminatory behaviour on the grounds of race, colour, sex, gender identity (including transgender), disability, nationality, national or ethnic origin, religion or belief, marital / partnership or family status, caring responsibilities, sexual orientation, age, social class, educational background, employment status, working pattern, trade union membership or any other factor.

As employers, we aim to treat all employees and job applicants equally and fairly and not unlawfully discriminate against them.

Benefits

- 25 day of annual leave (pro-rata for part time) plus bank holidays (pro-rata for part time). Allowance increases due to years of service to 27 days for 2+ years, 29 days for 4+ years and 31 for 6+ years.
- 5% Employer pension contribution
- Hybrid working

- Flexible working options
- Employee Assistance Programme
- Continuing professional development opportunities

How to apply

To apply for this role, click the apply through 'quick apply' button on the Charity Job website and submit a copy of your CV with a covering letter of no more than two pages of A4, describing how you meet the requirements of the role and the criteria outlined in the person specification.

Included in your cover letter, you should give the names, positions, organisations and telephone contact numbers of two referees, one of whom should be your current/most recent employer. References will only be taken once your express permission has been granted.

We ask that you complete the equality and diversity questionnaire. The information collected will be treated as confidential, used for statistical purposes only and will not be treated as part of your application.

Please ensure that you have included mobile and home (if there is one) telephone numbers, as well as any dates when you will not be available or might have difficulty with the indicative timetable.

For further information, please contact Nezahat Cihan at ceo@ilst.org.uk for a confidential, informal discussion.

Timetable

Closing date: 10am, Monday 4 December 2023

Interviews: Week commencing 11 December 2023

These dates may be subject to change and applicants will be advised in advance should this happen.

The successful appointment is subject to satisfactory written references.