

JOB DESCRIPTION			
Job title	Communications Manager (External Relations & Content)	Department	Ada Lovelace Institute
Job holder	New post	Reports to	Associate Director (Impact)
Job type	Permanent	Date created/amended	October 2021
Job aims	<ol style="list-style-type: none"> 1. Plan, manage and develop the Ada Lovelace Institute’s external communications, media relations, digital content production and engagement campaigns 2. Work effectively across all channels (media, digital and print), ensuring our outputs are effective for our audiences, timely, innovative and impactful 3. Develop and manage a streamlined, strategic and impactful communication plan and key processes 		
Resources	None		
Responsibilities			
Including but not limited to:			
•	<i>Strategy and planning</i>		
	<ul style="list-style-type: none"> • Work collaboratively with the AD (Impact), the Ada SLT and Nuffield Comms and Public Affairs to represent and deliver Ada’s communication strategy. <ul style="list-style-type: none"> ○ Provide expert advice to the team as to how innovative forms of communication can be used to achieve Ada’s strategic aims ○ Ensure that the organisation stays abreast of developments in the data/AI/ethics space and adopts cutting-edge communications practices ○ Build and develop relationships with external contacts, suppliers, partners and networks 		
•	<i>Media and public relations</i>		
	<ul style="list-style-type: none"> ▪ Build and maintain relationships with key journalists, stakeholders, advocates and partners to gather intelligence and build an effective environment for the delivery of successful external communications. <ul style="list-style-type: none"> ○ Understand and interpret the current and emerging news agenda and its underlying factors ○ Proactively seek out and respond to opportunities to leverage Ada’s research through a wide variety of media channels ○ Provide sound and relevant media and other external communication advice to colleagues and senior managers ○ Manage the PR for the organisation, supporting relationships with government bodies, major funders and other key stakeholders 		

	<ul style="list-style-type: none"> ○ Provide reactive public and media relations advice to SLT as required
•	<i>Content strategy and campaigns</i>
	<ul style="list-style-type: none"> ▪ Create and deliver imaginative, creative content and campaigns that create a buzz around Ada’s work, including: <ul style="list-style-type: none"> ○ using content strategy methods to plan and produce content and campaigns ○ producing engaging, high-quality content and campaigns for our social media channels ○ sharing through social media channels content produced for the website, as news stories, video, podcasts, etc. ○ managing Ada content on third-party platforms such as Vimeo and YouTube
•	<i>Research and reports</i>
	<ul style="list-style-type: none"> ▪ Produce high-quality, evidence-based reports, briefings and toolkits, using the Ada brand and templates, including: <ul style="list-style-type: none"> ○ copy editing and proofreading complex, technical research reports to house style
•	<i>Digital content production</i>
	<ul style="list-style-type: none"> ▪ Originate, develop and produce content for a variety of external communications platforms, including: <ul style="list-style-type: none"> ○ copy editing and proofreading complex, technical research reports to house style ○ creating audio, video, infographics and other multimedia assets to support dissemination of our research ○ sourcing and creating license-free, on-brand images to use in our social media, website and print ○ commissioning and liaising with external authors and content creators, including managing submissions for the Ada blog ○ supporting the quality control of editorial and brand to ensure appropriate content, messaging, tone and consistency in all communications
•	<i>Communications management</i>
	<ul style="list-style-type: none"> ▪ With the Comms Manager (Engagement and Impact), maintain and develop scheduling of all content and communications, including: <ul style="list-style-type: none"> ○ hosting the weekly Ada communications planning meeting ○ maintaining the schedule of upcoming reports, events and activities
•	<i>Social media</i>
	<ul style="list-style-type: none"> ▪ With the Comms Manager (Engagement and Impact), maintain and build our social media profile as a timely, reliable and interesting source of information, as well as being the first destination for news and research updates about the

	<p>organisation, including:</p> <ul style="list-style-type: none"> ○ writing and scheduling social media posts ○ cultivating conversations and interacting with other users who comment on / interact with our posts
•	Website
	<ul style="list-style-type: none"> ▪ With the Comms Manager (Engagement and Impact), support website development, maintenance and content creation, including: <ul style="list-style-type: none"> ○ produce high-quality content for our website(s) that maximises the engagement and reach of our research ○ coordinate internal and external blog content ○ update web content using the CMS
•	Monitoring, evaluation and learning
	<ul style="list-style-type: none"> ▪ With the Comms Manager (Engagement and Impact), monitor and use statistics and analytics related to Ada’s website, engagement plans and social media platforms. to enable Ada to make informed judgements on communication strategies. <ul style="list-style-type: none"> ○ Create and maintain an analytics dashboard tracking our progress across all channels ○ Progressively improve organisational understanding of what works for different audiences ○ Track and understand the organisation’s impact across all activities and projects
Other	
	<ul style="list-style-type: none"> ▪ Communications support <ul style="list-style-type: none"> ○ Provide support and cover for all communications functions, including events, social media and newsletter as required ▪ Office administration <ul style="list-style-type: none"> ○ Complete all financial and budgetary processes and reporting functions required by the role. <p>The above list of key responsibilities (and associated activities) is not exhaustive. The Ada team is small and flexible, and it may be necessary to carry out other work within the scope of the role, as reasonably requested.</p>

Person specification	Essential (E) or Desirable (D)
Experience	
Significant experience working in a communications, media relations or content team	E
Press and PR experience in a third-sector, policy-facing organisation	D
In-depth knowledge and experience running professional social media, particularly Twitter, Instagram and LinkedIn	E
Knowledge and experience developing, maintaining and updating a website	E
Outstanding proofreading and editing skills, including applying house style, and knowledge of editorial processes, systems and methods	E
Digital design experience and proficiency in Photoshop and InDesign	D
Project management experience	E
Knowledge and Skills	
Excellent written and verbal communication skills and the ability to communicate effectively, both verbally and in writing, internally and externally	E
High-level IT skills, including Word, Excel, Photoshop, InDesign, Salesforce and CMS (preferably Wordpress)	E
Strong visual literacy, able to make appropriate judgements on visual material to support communication activities, with an eye for detail	E
Educated to degree-level or equivalent, or with a recognised media/publishing qualification	D
Personal Qualities	
Proactive, extremely organised and efficient	E
Excellent interpersonal skills, with a professional and confident manner	E
The ability to manage a high-volume of communication initiatives simultaneously, meet tight deadlines and work under pressure	E
The ability to take initiative and work independently when required	E
Strong interpersonal skills and emotional intelligence	E
An interest in social policy and the mission of the organisation	D