



Women's Work Lab

Job description: Communications Manager

Hours: 24 hours per week

Salary: £36,410 (FTE - pro rata to 24 hrs) 12 month contract

About Us

We are a Bristol-based social enterprise that supports Mums on benefits to transform their lives by rebuilding confidence and helping them on their journey to find work that works for them & their families.

Our core 12-month programme combines bespoke classroom training with a work placement, 121 career coaching and mentoring. By building confidence, ambition and employability skills we unlock the potential in our Mums and lay the foundations for a brighter future.

We exist to facilitate our Mums to become the best versions of themselves, whatever that looks like. Ambition is unique to an individual and we always aim to help someone identify it and then take the necessary steps to achieve it.

And we get results! Outcomes for participants include new careers, further training and crucially the creation of a vital support network. Over 70% of our 2023 graduates are either in employment, training or further education, with over 60% now back working.

Since our launch at the end of 2019 we've grown quickly and are now a close-knit team of 16, half of whom are graduates of our programmes. At the moment we're running programmes in Bristol, Bath, South Gloucestershire, Somerset and North Somerset, and have ambitious plans to expand nationally over the coming years.

Job Description

We are seeking a strategic, creative, and passionate **Communications Manager** to join our team at Women's Work Lab. You will lead the development and execution of comprehensive communications strategies to promote our mission to support more women back into employment. You will be responsible for overseeing all external communications, managing and writing our content, and spreading the WWL message far and wide. You will play an essential role in amplifying the voices of our participants and the work we do to support women on benefits back into the workplace. You will be a natural storyteller with a passion

for women's issues and positive change.

The role

- **Communications Strategy:** Develop and implement an integrated communications strategy that aligns with our mission and core values.
- **Content Management:** Oversee the creation and curation of high-quality content across platforms, including blog posts, articles, social media updates, videos, newsletters, and podcasts.
- **Media & Public Relations:** Cultivate relationships with media outlets and organisations, pitch stories, and secure press coverage to promote Women's Work Lab.
- **Events & Speaker Opps:** Work with the Co-Founders and team to amplify the WWL voice through potential speaker opportunities, events and awards.
- **Social Media Management:** Lead the social media strategy, including managing content calendars, analysing performance, and fostering community engagement on platforms like Instagram, LinkedIn and Facebook.
- **Brand Storytelling:** Craft compelling narratives that showcase the success stories of women in our community and highlight the impact of Women's Work Lab.
- **Community Engagement:** Build and nurture an engaged community by interacting with followers, responding to comments, and fostering meaningful conversations. This is especially important when we are letting new Mums know about forthcoming programmes.
- **Internal Communications:** Work closely with the team to support them in their communication needs and support the Co-Founders with specific internal comms when appropriate.
- **Analytics & Reporting:** Monitor the performance of communication campaigns using analytics tools. Provide insights and adjust strategies to improve engagement and reach.

A bit about you

- **Experience:** You will have experience in journalism, communications, public relations, or a related field. Experience in women's empowerment, nonprofit, or educational sectors is a plus.
- **Strategic Vision:** We'll need to see your ability to create and execute communication strategies that really land.
- **Excellent Communication Skills:** An obvious one for the role! You'll need strong writing, editing, and verbal communication skills, with the ability to craft compelling narratives and adapt messaging for various platforms.
- **Social Media Expertise:** In-depth knowledge of social media trends and best practices, with experience in growing and managing a brand's online presence.
- **Media Relations:** We would love to hear about your success in building relationships with journalists and influencers and how it has supported an organisation.
- **Passion:** A deep passion for women's empowerment and a strong understanding of the challenges and opportunities facing women in the workplace.

- **Supportive and empathetic but able to create boundaries:** Whilst we know that the WWL is the best place to work (!), some days it can feel heavy when things don't go our mums' way. You must be able to draw the line between work & home as this is something we take seriously.

The Detail

- This role is for 24 hours per week (times/days tbc) and we are huge advocates of flexible working. Everybody works part time and flexibly.
- The Women's Work Lab office is based in Bristol but we operate across the region including Bath, Somerset, South Gloucestershire and North Somerset. You would need to be happy to travel to programmes where necessary to generate the content needed for this role.
- While this is a predominantly work-from-home role we generally attend the office weekly as a team, and will require you to do the same whilst you settle into your role. We welcome applications from outside of the area but are not in a position to cover travel expenses to attend the weekly meetings. Travel expenses ARE covered for any costs incurred for travel outside of your day-to-day work (i.e visiting training locations, for example).
- We use Google Workspace and you can expect plenty of time with the team via Google Meet for weekly team meetings.
- With everyone working flexibly it's important to us to have regular (usually quarterly) socials. Like everything WWL, these are usually in school hours and we provide plenty of notice to help with childcare admin.
- A salary of £36410 FTE (pro rata) plus benefits including pension and statutory holiday allowance (pro rata to 24 hours a week), access to Coaching via MoreHappi, plus a birthday day off and office closure over the festive break. Everyone is also given the option to change statutory holidays to fit with different religious beliefs.

Application Process

To apply for this role please email rachel@womensworklab.co.uk and send a CV. Instead of a cover letter please also answer the following three questions as bullet points in an email.

- Why would you like to work with WWL and why should you join the team?
- Can you tell us about a piece of comms work you are particularly proud of?
- What would your idea of success in this role look like? Can you give us an example of a communications campaign you would like to execute?

Deadline: Monday October 21st

Interview date: Monday 4th November between 9:30am - 3:30pm.

All candidates will be required to provide evidence of eligibility to work in the UK for the duration of the contract.

The Women's Work Lab is an equal opportunity employer and encourages applications from candidates from all backgrounds. Our team must fully reflect the diversity of the women who participate in our programmes and the communities they live within and we make hiring decisions with this in mind.