

Communications Manager

Permanent contract, full time role

Salary: £31,000

Annual Leave: 24 days per annum, in addition to office closure between Christmas and New Year

Location: The Heritage Alliance, St Martin Ludgate, London (Flexible working arrangements considered)

Reporting to: Head of Policy and Communications

Start date: Late September 2025

Closing Date for Applications: 4 September 2025

Interviews: w/c 15 September 2025

Are you looking to make a positive change for the heritage sector? Are you an enthusiastic and persuasive communicator who can engage and influence through various channels? Come and join our team at The Heritage Alliance.

We are looking for an experienced and passionate Communications Manager to join our small but effective team. Reporting to the Head of Policy and Comms, you will lead on all THA communication channels, including compiling and editing our fortnightly newsletter, Heritage Update and fortnightly members' inside track email. You will work with THA colleagues to deliver our various communications strategies, with key responsibilities for social media content, website updates, and communications/marketing planning for Heritage Alliance events, including our two large annual events, Heritage Debate and Heritage Day. Your remit will also cover key communications projects, such as the website update project and our Heritage Funding Directory website. As part of the Policy team, you will also contribute to the advocacy work of THA, assisting with running our Advocacy Groups and coordinating consultation responses.

Person Specification:

Essential

- A proven strategic thinker and communications professional you can demonstrate your experience delivering coordinated pro-active and reactive content across Social Media (Twitter, Facebook, LinkedIn), websites and newsletters. You will be familiar with website editing (with experience with website coding, specifically html, and web design) and you will be well versed in and have experience of using Adobe Creative Cloud programmes and Canva (or similar software), with the ability to edit and typeset documents and visuals.

- Clear and persuasive writing for multiple audiences across various channels, you use the key features of different types of media to their full effectiveness.
- Demonstrable interest in heritage, and public policy, and with keen political awareness, you are broadly aware of the main issues facing the heritage sector.
- Strong research skills: you will be familiar with the key sources of political and sector information, as well as having some experience in horizon scanning to identify emerging trends. You can distil multiple information channels into summaries and usable comms products. You will have experience of editing and collating newsletters and reports.
- A proficient stakeholder manager, you have the ability to build strong working relationships with Alliance members, politicians and other sector contacts.
- An efficient project manager, you can manage a busy workload and deliver on multiple workstreams through prioritisation and excellent time management.

Desirable

- Experience of working in a membership organisation.
- Events management and comms experience.
- Experience in writing for and managing the press.
- Experience of video editing.
- Line management experience (you will manage interns at THA).
- Knowledge of Artificial Intelligence and Large Language Models (LLMs) organisational policies and use.

Key Tasks:

Comms Work:

- Leading, with the Head of Policy and Comms, on THA's Communications Strategy and Products
- Leading on the delivery of communications campaigns, products and engagement across The Heritage Alliance
- Working closely with the Membership and Events Manager on coordinated communications for members and events
- Managing all social media channels (Twitter, Bluesky, LinkedIn, Facebook, YouTube), coordinating content, and designing and delivering campaigns
- Full responsibility for Heritage Update, including:
 - o Managing content and enquiry folder
 - o Gathering content from a range of sources independently, keeping up with policy news
 - o Responding to requests
 - o Managing advertising
 - o Managing coverage when on Annual Leave
- Producing and delivering the fortnightly Member Email and other ad hoc communications.
- Producing and delivering reporting on communications for funders and the Board
- Regular maintenance and production of content for the Heritage Alliance's website
- Management of Heritage Funding Directory Project, including budget, regular maintenance, and sponsorship
- Supporting the management and organisation of sector events, leading on event communications
- Handling and responding to correspondence
- Create and support the team to develop infographics and data analytics content for use across Heritage Alliance reports, presentations and communications channels
- Assist in the development and creation of Heritage Alliance publications and sector reports.
- Communications support for Heritage Alliance Sector Support and Insight Projects
- Creating and maintaining information Hubs on the website (as appropriate)
- Handle any press enquiries as per comms processes, draft press releases and maintain and manage distribution lists
- Where relevant to work with the team to deliver any 3rd party partnership campaigns and promotions across the Heritage Alliance communication channels.

Advocacy Work:

- Progressing special advocacy projects
- Reactive advocacy work in coordination with the Head of Policy and Comms
- Writing members' digests on Government and other announcements
- Running the Mobile Heritage Advocacy Group (MHAG), including minute-taking, preparing papers and progressing actions
- Writing the initial drafts of briefing and consultation responses, in liaison with the wider team

Administrative Work:

- Supporting the Board and Company Secretariat as appropriate (including reporting to the Board on Comms matters)
- Diary management and coordination of large meetings, as appropriate, such as sending invitations and organising rooms, as well as taking minutes
- Management of interns/volunteers as appropriate
- Other ad hoc tasks required for the smooth running of the organisation

Tasks will be delegated out within the Policy and Communications Team, by the Head of Policy and Communications

If you have any questions about the role, or would like an informal conversation ahead of applying, please get in touch with either the outgoing Communications Manager Max, (comms@theheritagealliance.org.uk), or our CEO, Lizzie, (lizzie.glithero-west@theheritagealliance.org.uk).

To apply for the role, please send a copy of your CV and a completed application form to office@theheritagealliance.org.uk by 23.59 on 4 September. Interviews for successful candidates will be held w/c 15 September