Recruitment Pack

Communications Lead

Job Title: Communications Lead
Anticipated start date: January 2027
Salary: £27,945 FTE
Hours per week: 30 hours per week (0.8FTE - flexible working and spread hours available Monday-Friday with occasional evening and weekend work to support events and programme activity. There is also scope for the role to grow over time, or for us to consider alternative hours and patterns.)
Contract type: Permanent
Location: Shaping Portsmouth Offices, Portsmouth Guildhall
Closing Date: Thursday 26th November 2026 at noon – invites to interview may be made on a rolling base so this may close early
Interview Date: Friday 11th December at Shaping Portsmouth's Offices

Passionate about telling stories that make a difference.

Shaping Portsmouth's Communications Lead is responsible for developing and delivering the organisation's communications activity, ensuring that Shaping Portsmouth is recognised as the organisation that brings together partners to transform our city.

This role is an integral part of our small but ambitious team, creating compelling content, managing digital channels, supporting campaigns and events, and helping communicate the impact of programmes delivered across our Business, Education and Community pillars.

Communications are central to achieving our vision of making Portsmouth the number one UK city in which to invest, live, learn work and visit. Our role is not simply to promote events and programmes but to tell the story of collaboration, demonstrate impact and strengthen civic pride across Portsmouth.

Role

Our Communications Lead will oversee and develop:

- Digital marketing, communications, and engagement delivery
- Website and social media management
- Content creation and storytelling
- Communications campaign planning and delivery
- Partner communications
- Brand, corporate voice, and visual identity management and reputation
- Event marketing, communications and promotion
- Impact reporting, corporate storytelling and case study development

This role requires a combination of strategic thinking with practical delivery. Our Communications Lead will work closely with our COO and NED who own the strategy, as well as colleagues, volunteers, partners and external agencies to ensure Shaping Portsmouth remains a trusted and visible civic organisation.

Key Responsibilities

Communications Leadership

- Lead the delivery and ongoing development of Shaping Portsmouth's strategy for marketing, communications, and engagement.
- Develop integrated campaigns that support organisational objectives across the thematic areas of our programme delivery.
- Ensure consistent messaging and brand identity across all communications.
- Identify opportunities to increase awareness, engagement and participation.
- Measure communications performance and provide regular reporting against agreed objectives and KPIs.

Digital Communications

- Manage and develop the Shaping Portsmouth website.
- Plan, create and publish engaging content across social media platforms.
- Curate, design, and produce newsletters, digital campaigns and partner communications.
- Maintain an annual communications calendar aligned to organisational priorities and key events/awareness dates.
- Monitor digital analytics and continually improve performance.

Content & Storytelling

- Capture and communicate the impact of programmes through stories, case studies, interviews and photography.
- Produce written content including articles, blogs, reports and promotional materials.
- Work with partners and programme leads to showcase collaboration and social impact.
- Ensure communications focus on outcomes, impact, and real stories rather than simple promotion.
- Build a library of high-quality content that supports future campaigns.

Partnership Engagement

- Work collaboratively with partner organisations to amplify communications and maximise reach.
- Support partner recognition through shared campaigns and digital storytelling.
- Build positive relationships with media, communications teams and stakeholders across the city.
- Represent Shaping Portsmouth at networking events, launches and community activities where appropriate.

Brand & Reputation

- Act as guardian of the Shaping Portsmouth brand and visual identity, ensuring consistency across all platforms.
- Support colleagues and partners in applying brand guidelines.
- Identify opportunities to strengthen the organisation's profile and reputation.
- Ensure communications reinforce Shaping Portsmouth's role as the organisation connecting business, education and community.

Event Marketing

- Lead communications for conferences, forums, launches and programme activity.
- Produce promotional campaigns before, during and after events.
- Coordinate photography, videography and live social media coverage where appropriate.
- Capture content that demonstrates partnership working and organisational impact.

General Responsibilities

- Work collaboratively with the wider Shaping Portsmouth team across all pillars and programmes.
- Support organisational events and activities where required.
- Maintain accurate marketing records, content libraries and campaign reporting.
- Support funding applications and partnership proposals through the production of high-quality communications materials.

- Keep up to date with developments in digital marketing, communications and social media best practice.
- Undertake any other duties reasonably required within the scope of the role.

Skills and experience:

Essential

- Excellent written and verbal communication skills.
- Outstanding copywriting and storytelling ability.
- Experience managing social media platforms and digital campaigns.
- Experience creating engaging digital content across multiple channels.
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- A proactive attitude towards developing delivery with the ability to work independently and use initiative.
- Excellent relationship-building and stakeholder engagement skills.
- A creative mindset combined with strong attention to detail.
- Experience using website content management systems and digital marketing tools.

Desirable

- Experience working within the charity, voluntary or non-profit sector.
- Knowledge of Portsmouth's business, education or community landscape.
- Experience with photography, videography or graphic design.
- Experience using Canva, Adobe Creative Suite or similar design software.
- Experience producing newsletters, impact reports or annual reviews.
- Understanding of SEO, website analytics and digital performance measurement.
- Existing relationships with local media or communications networks.

Working Pattern & Flexibility

This is a **four-day-per-week role**, offered as a permanent position.

Shaping Portsmouth operates a flexible working environment, with the role combining office-based, home and external working according to the needs of the organisation and its programmes. We work together, as a team in our office at least once a week on Mondays but have flexibility through the rest of the week.

As a relationship-focused role, the postholder will need to be visible within Portsmouth's business community and available to attend meetings, networking opportunities, workshops and events.

Some occasional early morning or evening working may be required to support business events and activities.

Why join us

We are a supportive and fun team. We believe people work best when they feel supported, valued, and able to grow.

That's why we offer:

- A flexible, motivating, and inclusive workplace where everyone can contribute and succeed
- Comprehensive induction programme, buddy system, and support for your preferred working style
- Personal and professional development training on an individual basis to help you grow and develop.
- Pay grades that allow for salary progression within each band
- Our Employee Success initiative, replaces traditional appraisals with ongoing development, wellbeing and growth conversations
- A number of enhanced family-friendly policies above the statutory minimum Equivalent of 4 weeks holiday plus Christmas close down and standard bank holidays (pro-rata).
- Additional day of leave gifted on your birthday
- NEST Pension scheme
- Flexible and hybrid working arrangements supported by technology including work phone, laptop, desktop screens and height adjustable desks.
- Invitations to partner events across the city

Our commitment to equity, diversity and inclusion

We are proud to be an equal opportunities employer. We welcome applications from all suitably qualified candidates, regardless of age, disability, gender identity, marriage or civil partnership status, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

We are committed to making our recruitment process accessible to everyone.

Guaranteed Interview Scheme

We are committed to removing barriers to employment. If you meet the essential criteria for this role and identify as any of the following, you will be guaranteed an interview:

- A disabled candidate (as part of the Disability Confident scheme)
- A care leaver
- An individual with experience of foster care
- An armed forces veteran

If you would like to apply under one of these schemes, please indicate this clearly in your application.

How to Apply

To apply, please email your CV and covering letter to info@shapingportsmouth.co.uk
Please submit your application by Thursday 26th November at noon – invites to interview may be made on a rolling base so this may close early.

For an informal conversation about this role, contact our COO CP Robinson: cp@shapingportsmouth.co.uk

Data Protection

We will process your personal data as part of the recruitment process in line with GDPR and our data protection policy.

Safeguarding

We are committed to safeguarding and promoting the welfare of children and vulnerable people and expect all staff and volunteers to share this commitment. All appointments are subject to pre-employment checks returning satisfactory results including an Enhanced DBS Check, a social media check and Right to Work checks. We carry out these checks as an organisation that undertakes regulated activity as defined by the Safeguarding Vulnerable Groups (SVG) Act 2006. Please note that such checks will include both spent and unspent convictions. Any candidate with convictions relating to offences against children or other vulnerable people will be deemed as unsuitable to fulfil this role at Shaping Portsmouth and any job offer will be made on this basis. The recruitment process is outlined in Shaping Portsmouth's Safer Recruitment Policy available at: https://shapingportsmouth.co.uk/wp-content/uploads/2025/09/RecruitmentPolicySep25.pdf