



Post	Senior Manager Marketing & Communications
Reports to	Head of Operations
Direct Reports	Communications Manager, Programme Lead (Enterprise)
Location	1 Thorpe Close, London W10 5XL
Hours	Full Time 35 hours per week, occasional evening or weekend work
Contract Type	Permanent
Salary	£56,160

About Westway Trust

The Westway Trust is a unique charity that stewards the resources of a 23-acre estate under the Westway A40. Led by local people, we work with the North Kensington community to enable it to thrive.

In 2021, we launched a new vision and values under the Horizon Plan, focusing on delivering social, environmental, and economic justice. Our new 3-year plan to 2028 builds on this transformation, embedding community-centred practices and tackling long-term inequality.

We are home to 120 tenants, including 20+ charities and social enterprises, as well as green spaces, offices, sports centres, shops, and cultural venues. Over 1 million visitors use our estate each year.

Job purpose

To lead the Communications and Marketing function, developing and delivering integrated strategies that build Westway Trust's profile, deepen stakeholder engagement, and amplify the impact of the Trust's community-centred work across North Kensington.

Principal responsibilities

Management & Leadership

- Lead the Communications and Marketing team to:
 - Deliver effective two-way communications activities that reach Westway Trust's key audiences and give the Trust a good understanding of stakeholder sentiment.
 - Develop and deliver innovative marketing activities including newsletters that effectively promote the activities of the Trust and certain beneficiaries.
 - Maintain and improve Westway Trust's website and other secondary websites managed by the Trust.
 - Play a key part in supporting the Trust's community engagement work.
 - Champion events that advance the Trust's strategic ambitions.
- Manage external contractors to support the delivery of the Marketing and Communications team's work.
- Ensure that the Marketing and Communications team maintains personal data in a way that supports the Trust's aims and is compliant with relevant legislation.

- Creating high performing teams in line with the values of Westway Trust.
- Responsibly manage the Corporate Communications and promotion budgets in line with Westway Trust's Procurement Policy and other relevant finance policies and procedures.

Strategy

- Partner with the Community Engagement team to design and deliver a Communications and Stakeholder Management Strategy that aligns with the Horizon Plan and broader strategic priorities.
- Develop and deliver high-quality communications and marketing strategies across multiple channels, in line with Westway Trust's wider strategy.
- Build a robust media strategy, cultivating high-impact relationships with key media partners and maintaining a strong press database.
- Design and execute a dynamic social media strategy focused on creating compelling content, expanding and diversifying our audience, and maximising engagement.

Marketing

- Work with appropriate stakeholders to build and deliver a marketing and communications strategy to promote the Portobello area including associated materials, digital platforms and activity.
- Develop imaginative and creative ways to bring the Trust's programmes and activities to life, encouraging engagement and awareness, including through media relations where appropriate.
- Develop marketing collateral and digital marketing plans to support all campaigns, events and programme activity.
- Lead on the improvement of Westway Trust's marketing newsletters and grow their audiences.

Digital platforms

- Develop and deliver a strong strategy for the use of social media and website platforms in support of Westway Trust's aims and objectives.
- Lead on the ongoing development and improvement of the Westway Trust websites.
- Responsible for SEO (search engine optimisation) and Ad words and the requirements needed to maintain a highly visible online presence.
- Ensure the effective implementation of Westway Trust's brand identity across all relevant materials, including managing colleagues in different departments to use the brand effectively.
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Executive Support & PR Support

- Support the Executive Team in responding to and delivering external communications across multiple channels and to multiple stakeholders, providing best-practice PR and communications support.
- Manage and deliver effective public relations and advocacy activity in line with Westway Trust strategy.

Content and publications

- Manage the team to produce clear and compelling content for both online and offline channels, including website, social media, and corporate publications such as the Annual Report and other key strategic documents.

Support Community Activities & Engagement

- Support the promotion of agreed community engagement events, including Community Feasts, Forums, Public Policy Roundtables.
- Provide marketing support for community consultations, activities and projects; particularly for those who have received grant funding from the Trust.
- Work closely with Community Engagement team to develop and deliver excellent ongoing and development specific engagement activities that enable local people to effectively guide Westway Trust's work.
- Support Community Engagement team in empowering engagement work with appropriate communications activities.

Person specification

The post holder will have strong management skills, experience of working in complex marketing and communications environments, an ability to work across a range of communications and marketing disciplines, and a commitment to working alongside the people of North Kensington.

Essential:

- Proven track record of developing and delivering high-quality marketing and communications strategies across multiple channels.
- Strong copywriting skills including news features, press releases, social media, marketing materials and executive communications.
- Experience managing complex stakeholder relationships and navigating sensitive issues.
- Experience managing and developing a team to deliver a wide range of work to tight deadlines.
- Demonstrable experience managing budgets and external contractors/suppliers.
- Track record of advising senior executives and gaining buy-in for strategic plans.
- Solid understanding of digital marketing including SEO, Google Ads, CMS platforms, email marketing tools (e.g. Mailchimp), and Google Analytics.
- Experience in PR and media relations, including building and maintaining a press database.
- Demonstrable commitment to equality of opportunity and understanding of the needs of diverse communities.
- Understanding of data protection legislation and GDPR as it applies to marketing databases.
- Capacity to effectively navigate, manage, and de-escalate challenging interpersonal situations, maintaining a supportive and resilient approach when working closely with vulnerable and traumatised groups.

Desirable:

- Relevant qualification (e.g. CIM, CIPR, or degree in marketing, communications or related field)

- Experience working in or with the charity, social enterprise, or community sector
- Knowledge of or connections to the North Kensington area
- Experience promoting community events, cultural programmes, or grant-funded activities
- Familiarity with online design tools like Adobe Pro, and Canva and project management tools like Asana.

The ideal candidate will demonstrate the Trust's Values— Openness, Integrity, Equity, Sustainability and Courage.