



Post	Communications Manager
Reports to	Senior Manager Marketing and Communications
Hours per week	35 hours per week, Monday to Friday. Occasional weekend and evening work as required
Contract Type	Permanent
Salary	£40,000 per annum
Location	Westway Trust, 1 Thorpe Close W10 5XL

The Westway Trust is a unique charity that stewards the resources of 23 acres of space under the Westway A40. The Board of the Trust is led by local people and the Westway Trust now works together with the local community to enable North Kensington to thrive.

In 2021 a new plan was created for the organisation. This plan set a new vision, mission and values and the Trust now has a clear transformation programme to achieve social, environmental, and economic wellbeing and justice. Our leadership team is testament to our values as we strive for excellence and to deliver our ambition, we work with a full range of stakeholders including around 80 Member Organisations. You can see our most recent organisation plan from 2025 at: www.westway.org/about-us/horizon-plan/

The estate is home to more than three acres of public green space, 120 tenants including more than 20 charities and non-profit organisations, two sports and fitness facilities, 48 light industrial units, 4 car parks, 34 offices, 32 shops, and an Olympic-registered skate park.

We already receive more than one million visitors each year through the estate, and we want to expand the community, cultural, retail, sporting, and enterprise opportunities here together with improvements to the public realm so that it is a place the tenants and community is proud of, and even more visitors can enjoy.

Job Purpose

The Communications Manager is a pivotal role in the Trust, responsible for:

- Developing and delivering campaign communications plans and creative approaches, ensuring activity is well-coordinated and aligned with organisational priorities.
- Managing the multimedia and digital ecosystem at Westway Trust, including the website, social media platforms and online channels.
- Generating regular, creative and engaging multimedia content, and delivering impactful campaigns and marketing materials that promote the Trust's services, events and lived-experience voices.

You will work closely with the Senior Manager: Communications and Marketing to develop and deliver annual Communications and Marketing plans, and will also support colleagues and stakeholders with their communications and content creation.

Principle Accountabilities

The list below outlines the principal duties and tasks related to this role. It is not intended to cover every responsibility, as by the nature of this role, you will be expected to take ownership of these areas and to shape how the role develops in line with the needs of Westway Trust.

Strategy & Planning

- Co-develop and deliver the annual Communications and Marketing plan alongside the Senior Manager, Marketing and Communications, and take ownership of the digital and social media strategy that underpins it.
- Champion this strategy by working across the organisation to promote the Trust's own priorities and the work of stakeholders and partners.
- Develop and deliver campaign communications plans and delivery schedules.
- Oversee the organisational communications calendar, ensuring campaigns and communications activity are effectively coordinated across the organisation.

Digital Ecosystem & Website

- Own the Trust's multimedia ecosystem, including website backend administration for the Trust and its microsites, ensuring integration with organisational systems and continuous improvement.
- Manage the Trust's social media platforms, leading implementation of the social media strategy and working with the Social Media Officer to grow audience and engagement.

Content & Brand

- Platform the work of key stakeholders and lived-experience voices, and lead impactful campaigns and marketing materials that promote the Trust's services and events.
- Produce video content end-to-end (researching, coordinating, filming and editing) and create briefs for photographers, videographers and designers.
- Write, coordinate and produce newsletters and key annual publications.
- Provide editorial oversight across routine communications outputs, ensuring all content is accurate, engaging, accessible and aligned with the Trust's brand and tone of voice.

Media Relations

- Act as a primary point of contact for media enquiries, press contacts and the press database, and monitor coverage, flagging reputational issues early to the Senior Manager Marketing and Communications.

Internal Communications

- Develop and manage internal communications strategy and channels, keeping staff informed and engaged, and act as the escalation point for internal queries.

Quality Control & Compliance

- Proofread and quality-check content and materials from other teams against brand guidelines before publication, providing final sign-off (escalating to the Senior Manager Marketing and Communications as needed).
- Manage contributor and consent forms, confirm approval before publishing final video cuts, and ensure appropriate images/language are used throughout.
- Ensure compliance with data protection, accessibility and legal standards (including GDPR) across all communications.

- Escalate campaign communications, major organisational projects and reputation-sensitive communications to the Head of Communications and Marketing for strategic oversight and final approval.

Impact Monitoring & Reporting

- Monitor and analyse performance across website, social, newsletters and media coverage, and produce regular reports for leadership that translate data into clear recommendations.

People & Partnerships

- Build strong working relationships across the Trust, local community, tenants, contributors, contractors and sector partners.
- Provide technical support at events and support other teams and local community groups with communications and content creation.
- Deputise for the Senior Manager, Marketing and Communications where required.

Visit Portobello

- Work in partnership with the local authority to deliver the marketing strategy for Portobello Road Market, manage the social media content contract, and engage stakeholders to promote the channel.

Person Specification

You will need to have the right balance of knowledge and experience, working for a charity supporting and enhancing the lives of people in the local community.

Experience

- Experience working for a charity supporting and enhancing the lives of local communities.
- Experience developing and implementing communications and marketing strategies and plans, including creative approaches and delivery schedules.
- Experience in developing, maintaining and analysing the performance of digital channels to meet organisational objectives.
- Experience in media relations, including managing press enquiries and press contacts.
- Experience producing organisational reports.
- A minimum of 12 months' line management experience.
- Experience growing online communities.
- Practical experience developing and maintaining online platforms, including but not limited to websites, blogs, email marketing and form-building software.
- Proven ability to build relationships with external partners.
- Ability to work to tight deadlines.

Knowledge

- Understanding of ethical storytelling practices and experience working with communities to tell their stories.
- An awareness and understanding of developments in digital technologies and design, and a commitment to ensuring Westway Trust remains up to date with new ideas, capabilities and best practice.
- Demonstrable understanding and commitment to equal opportunities and diversity.

Multimedia & Content Production

- Experience and/or qualifications in multimedia production, from pitching and pre-production through to filming and post-production editing.
- Skilled in one or more of: Adobe Premiere Pro, Adobe After Effects, Final Cut Pro, Canva, CapCut, Illustrator, InDesign, Photoshop.

Skills

- Strong IT skills, including the use of databases, Microsoft Office, HTML and email marketing platforms.
- A demonstrated ability to work across internal departments, understanding each team's unique communications objectives, together with the ability to generate content for different audiences.
- Excellent organisational skills and ability to work independently in a changing and multi-tasking environment with competing deadlines.

The ideal candidate will demonstrate the Trust's Values— Courage, Equity, Integrity, Openness and Sustainability — at all times in their work and behaviours.