



JOB DESCRIPTION

Position:	Digital Communications Manager (Maternity Cover)
Reports to:	Communications Director
Salary:	£40,000 - £45,000 per annum
Location:	Flexible, with the possibility of being based at our locations in London (The Garrison Chapel), Gloucestershire (Highgrove Gardens) or our headquarters, Dumfries House, in East Ayrshire, Scotland.

The King's Foundation

The King's Foundation is a charity founded by King Charles III and was first formed in 1990. Inspired by the vision and values of His Majesty, the Foundation focuses on creating better communities where people, places and the planet can coexist in harmony.

The charity offers education courses for over 15,000 students annually, health and wellbeing programmes for nearly 2,000 people every year, and spearheads placemaking and regeneration projects in the UK and overseas to revitalise communities and historic buildings.

The King's Foundation is headquartered at its flagship regeneration project, Dumfries House in Ayrshire, Scotland, and acts as custodian of other historic Royal sites including the Castle of Mey in Caithness, Scotland, and Highgrove Gardens in Gloucestershire, which are open to visitors. The Foundation also carries out its work at educational and cultural hubs in London, based at The King's Foundation School for Traditional Arts in Shoreditch, Trinity Buoy Wharf on the River Thames and the Garrison Chapel in Chelsea.

The work of The King's Foundation is underpinned by our Founder His Majesty The King's philosophy of harmony: that by understanding the balance, the order and the relationships between ourselves and the natural world we can create a more sustainable future. We have a diverse and inclusive workplace, creating a welcoming, safe space for everyone. This means that every member of our team can bring their whole self to work. We encourage qualified applicants from a wide range of backgrounds to apply to and join The King's Foundation and bring their valuable skills and experiences.

The Foundation is committed to the equal treatment of all current and prospective employees, including the provision of workplace adjustments. We do not tolerate discrimination based on protected characteristics (age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership) or other difference such as socio-economic background or social origin.

The Role:

The King's Foundation is looking for a Digital Communications Manager as a maternity cover on a one-year fixed-term basis to deliver The Foundation's digital communications strategy.



The role focuses on overseeing The King's Foundation's digital communications channels, including social media, websites and email communications.

The role is responsible for driving audience engagement, supporting organisational objectives, protecting brand reputation, and ensuring consistent, accessible and effective communications across all digital touchpoints. The role is an integral part of The King's Foundation's Communications Team and helps oversee day-to-day team operations and will be responsible for line managing one member of staff based at Highgrove Gardens.

Key Tasks

Specific Duties will include:

- Deliver and contribute to The King's Foundation's social media strategy, aligning with overarching communications strategy, overseeing all content planning, creation, publishing and community management on social media.
- Oversee The King's Foundation's website presences, working with our website agency to ensure three websites are maintained and updated in line with best practices.
- Oversee The King's Foundation's email communications, ensuring design and messaging are consistent and comply with data protection regulations and email marketing best practices.
- Monitor emerging digital trends and recommend innovative approaches to enhance digital communications performance and audience engagement.
- Implement paid digital activity across channels, including overseeing Paid Search and Paid Social advertising and exploring opportunities for growth.
- Monitor and evaluate digital communications performance using analytics tools, producing regular reports and insights for key internal senior stakeholders.
- Capture and commission content for The King's Foundation's digital communications channels, working with media agencies, freelancers and/or internal colleagues.
- Monitor social media influencer landscape and build relationships with content creators and agencies that can support and promote the Foundation's work.
- Collaborate with internal and external colleagues to showcase The Foundation's events and activities across digital channels, building relationships and maintaining strong lines of communication with key partners and colleagues across different sites.
- Champion effective use of branding across social media and in other materials across the organisation, ensuring alignment with brand guidelines.
- Line management of Digital Communications Executive.

Person Specification

The essential skills, knowledge and experience required are:

- 4-5 years' experience in a digital communications or social media role.
- Proficiency in content creation tools such as Canva and Adobe Premiere Pro.
- Proficiency in using WordPress CMS to manage websites.



- Proficiency in using social media scheduling and analytics tools (e.g., Hootsuite, Meta Business Suite).
- Strong network of contacts of influencers and content creators.
- Knowledge of accessibility and inclusivity best practices in digital content creation.
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines.
- Capable of working well as part of a team as well as independently.
- Ability to build and sustain successful working relationships with stakeholders of all levels.
- Excellent organisational and project management skills and ability to meet deadlines.
- Excellent written and verbal communication skills.
- A passionate self-starter who can bring enthusiasm and creativity to the role.

Other:

- The post is flexible in that the candidate could be based at any of our King's Foundation locations in London, Dumfries House or Gloucestershire, to be discussed with the candidate. The post will be flexible in terms of remote working and working from home.
- Some occasional travel to other King's Foundation sites will be required as part of this role. Expenses will be paid where travel is required to other sites.
- Your working hours will be 37.5 hours per week
- The post is for a one-year fixed-term.
- You must have the legal right to work in the UK.

Applications: Please submit a cover letter and CV (please note one A4 page maximum each for CV and letter. Word docs and PDFs only, no external links e.g. Google Drive) to Gordon Watson, email address: - hr.recruitment@kings-foundation.org and request an application form.

Closing date for applications: Friday 14th of August at 5pm.