



JOB DESCRIPTION

JOB TITLE: Communications Lead
RESPONSIBLE TO: Chief Executive
LOCATION: Hybrid of Catalyst House and home working as agreed with line manager
SALARY: £31,997 (permanent contract, pro rata to 4 days a week)

CATALYST STOCKTON:

Catalyst is the driving force behind Stockton-on-Tees' voluntary, community and social enterprise (VCSE) sector. We team up with public sector commissioners, private companies and a whole network of stakeholders to find bold, innovative solutions that help the VCSE sector go from strength to strength. From specialist support to hands-on benefits, we're here to help VCSE organisations across Stockton thrive. Catalyst:

- is an established, well-run and effective organisation that the sector trusts
- champions bold, innovative ways of building capacity within Stockton-on-Tees' voluntary, community and social enterprise (VCSE) sector
- delivers strategic and practical support that makes a real difference for VCSE sector organisations
- is a powerful voice for Stockton-on-Tees' VCSE sector, listening, representing and campaigning fiercely for its future
- fuels a local VCSE sector that's ambitious, innovative and committed to quality and results
- is ready and equipped to help shape public policy that matters to our sector

JOB DESCRIPTION

The Communications Lead is responsible for leading, planning and delivering Catalyst's communications. They will manage the Catalyst brand and digital channels, lead and coordinate campaigns, build relationships with the media, provide communications advice and support across the VCSE sector, and play a key role in ensuring our communications are both influential and informative and reach the full range of our stakeholders. The role aims to increase engagement with Catalyst's work, create messages that cut through the noise, and manage our stakeholder audiences through effective segmentation.

TASKS & RESPONSIBILITIES

- Lead the development and implementation of Catalyst's Communications Strategy, working with the CEO and senior team to set priorities and key messages
- Help maintain and build reputation
- Build and manage relationships with local and regional media, and act as the first point of contact for press enquiries
- Develop and deliver an internal communications approach that keeps staff, trustees and volunteers well informed and engaged
- Manage and protect the Catalyst brand, supporting staff to make effective and consistent use of it across all projects, events and partner-facing work
- Creating, compile and distribute a weekly e-bulletin
- Graphic design work and photography for banners, posters, logos, on-line etc
- Lead and coordinate communications and marketing campaigns from planning through to delivery and evaluation, working with colleagues and partners
- Provide communications advice and support to VCSE organisations across the Stockton sector, helping them tell their own stories effectively
- Manage Catalyst's digital presence, including maintaining and writing content for the Catalyst and Stockton Volunteers websites and other digital channels
- Develop and implement a social media and content strategy, and maintain Catalyst's social media accounts, with input from colleagues, to grow reach and engagement
- Communicate details of events - forums, AGM
- Plan and deliver event promotion, from initial marketing through to on-the-day and follow-up communications
- Segment and manage Catalyst's stakeholder audiences, tailoring messaging and channels to different groups
- Monitor, evaluate and report on the performance of communications activity for commissioners and funders, using data and analysis to inform future planning and Board oversight
- Maintain awareness of AI tools and their appropriate/responsible use in supporting Catalyst's objectives
- Manage Catalyst's stakeholder and membership databases in line with UK GDPR and data protection requirements, keeping records accurate and secure

MANAGING SELF

- Participate in regular supervision.
- Attend all mandatory training.
- Comply with all policies, procedures and protocols.
- Pay regard to materials and equipment.
- Carry out duties with due regard to the Equal Opportunity Policy.
- Work independently and use own initiative, while seeking advice and support from the CEO and other colleagues whenever necessary, and working collaboratively across the team.
- Apply good project management skills to plan, prioritise and deliver communications activity and campaigns to deadline.

Date of issue of job description: 18 Sept 2026

Date of review of job description:

Job title: Communications Lead			
Location/base: Stockton-on-Tees			
Job purpose: The Communications Lead is responsible for leading Catalyst's brand, digital and campaign communications, and for providing information and raising awareness of Catalyst's programmes and events. This includes managing the Catalyst brand, digital channels and social media, leading and coordinating campaigns, media relations, internal communications, event promotion and the production of a weekly e-bulletin, as well as providing communications advice and support to VCSE organisations across the sector. The post-holder will work with colleagues to write and edit corporate content from existing material and create new content in a lively and engaging way, so that corporate information and staff good stories are told in an accessible and easy to understand manner. Key goals of the role are to increase engagement with Catalyst's work, create messages that cut through the noise, and manage our stakeholder audiences through effective segmentation.			
Attributes	Essential criteria	Desirable criteria	How Identified
Education; Training and Experience	GCSE in English and ICT	- Further Education - Communication related qualification (Public Relations, Marketing, Communications or Journalism)	Application Form
TRAINING		- Graphic design activities - Website administration	Application Form
EXPERIENCE	- Word Press Content Management - Strong writing, editing and copywriting experience for a range of audiences and formats - Digital communications, social media and content strategy experience - Campaign planning and implementation experience - Evaluation and data analysis to measure and report on communications performance	- Working with senior colleagues from various sectors - Working with volunteers - Voluntary Community Social Enterprise Setting	Application Form Interview

	• Understanding of data protection and managing a contact database, including compliance with UK GDPR • Social Media Management - Facebook, Twitter, Instagram • Adobe Suite - Acrobat, Illustrator, Photoshop, Indesign, Premier • CANVA • Photography • Microsoft Packages - Word, Outlook, Databases and Excel • Eventbrite, Survey Monkey and Mailchimp • Working in an office environment • Working within a diverse team		
KNOWLEDGE		• Knowledge of VCSE Sector • Awareness of AI and its appropriate use to support organisational objectives	Interview
SKILLS	• Knowledge of website design and content management • Ability to prioritise workload and adjust to the needs of the service. • Good organisational and communication skills • Accuracy / attention to detail • Critical Thinking & Problem Solving • Adaptability • Time Management • Project management skills • Ability to segment and manage stakeholder audiences, and craft messages that cut through the noise	• Building Relationships • Knowledge of design & print production processes • Knowledge of the press & local media activities	Application form Interview

ATTITUDE/APPROACH	• High levels of self-motivation, innovation and creativity • Have good interpersonal skills and ability to work as part of a team • Enthusiastic and flexible • Able to use own initiative • Ability to prioritise work & work to tight deadlines • Welcomes change • Commitment to quality • Flexible approach to work - willing to help others		Application form Interview
PHYSICAL	• Can travel to external meetings ad hoc		Application Form
GENERAL	• Catalyst requires all its staff and prospective employees to carry out duties in line with all policies and procedure		Application Form Interview