



Job Description

Communication Manager

- Full-Time (37.5 hours per week)
- Salary according to skills and experience
- Hybrid Remote & London-office based (Will consider a home-based person who can occasionally travel to our office, if beyond reasonable commuter distance)

Role Purpose

The Communication Manager is responsible for leading LumoTV's overall brand communication, press relations, social media presence, and promotional strategy. This role ensures that all communications reflect LumoTV's vision, values, and programming priorities. Acting as the operational lead, the Communication Manager develops and delivers campaigns that enhance audience engagement, strengthen brand identity, and support the successful launch and promotion of commissioned programmes.

Key responsibilities:

- Implement LumoTV's integrated communication strategies, covering PR, social media, and creative campaigns.
- Define brand tone, messaging, and voice across press, digital, and promotional channels.
- Approve and guide communication plans, PR campaigns, media outreach, and social media content.
- Oversee the Commissioning Communication Plan, ensuring successful programme launches and promotional campaigns.
- Manage and update the LumoTV website, working closely with the web developer.
- Coordinate cross-platform promotional activities, including press, broadcast, digital, and events.
- Supervise and mentor the Communication Executive and Creative Executive, fostering collaboration and professional development.
- Track, analyse, and report on campaign performance, audience reach, and engagement.
- Manage communication budgets and ensure effective allocation of resources.
- Oversee crisis communication planning and reputational risk management.
- Build and maintain strong relationships with press, media outlets, and key industry stakeholders.

Person specification

**Essential:**

- Proven experience in communications, PR, marketing, or media within broadcasting, creative industries, or a related sector (at least 5 years of experience).
- Demonstrates strong creative judgment and expertise in overseeing and approving all LumoTV's creative outputs.
- Strong leadership skills with experience managing small teams or direct reports.
- Excellent written, verbal, and visual communication skills, with the ability to craft clear and engaging messaging.
- Strong understanding of digital and social media trends, tools, and analytics.
- Experience in campaign management across multiple platforms.
- Ability to work under pressure and manage crisis communications effectively.
- Demonstrated project management and budget management skills.
- Excellent stakeholder management skills, with the ability to liaise confidently with press, partners, and internal teams.
- High level of IT literacy, particularly related to MS Office packages.
- A British Sign Language user or, if not, a willingness to learn
- An interest in LumoTV programmes

Desirable:

- Knowledge of the UK broadcasting and commissioning landscape.
- Experience in working with creative teams, designers, and multimedia producers.
- Familiarity with accessibility and inclusivity in communications.
- Experience in events promotion, premieres, or industry festivals.
- Familiarity with Asana project management software.
- A passion for television, storytelling, and connecting audiences with content.
- Experience of living or working in the Deaf community.

Additional Information

Employees are also required to comply with all LumoTV policies and relevant legislation.

This is a description of the job as it is presently constituted. It is the practice of LumoTV to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed.