OKRE

Job Title:	Campaigns Communications Manager
Location:	London / Hybrid
Reports to:	Head of Marketing and Communications
Contract:	Permanent
Salary:	£40,000 - £45,000 per annum, depending on experience

About OKRE:

Entertainment powered. Impact led.
We know entertainment has the power to spark curiosity and open up conversations about the world around us. At OKRE, we believe this potential is best harnessed when research and lived experience are part of the creative process, helping create entertainment that is more authentic and impactful.

Working across film, television and streaming, video games, audio and the creator economy, we bring industry leaders, creatives, academic researchers and people with lived experience together to build the collaborations, conversations and conditions that enable entertainment to maximise its positive impact.

Our work focuses on:
Building communities across the entertainment, academic research and charity sectors curating cross-sector conversations that bring fresh perspectives into dialogue and lay the ground for new collaborations.

Delivering professional development by supporting creatives to find inspiration in research and lived experience through funding, mentorship and hands-on creative development, while equipping researchers and subject-matter experts with the skills, tools and networks to collaborate with entertainment creatives and share their work.

Generating insights by turning research and data into compelling stories that communicate the impact of entertainment to different audiences and in different spaces, while developing tools and frameworks that help the sector put impact into practice.

About the role:

We are looking for a proactive and strategic communications professional to help us build influence, shape conversations and turn ideas and insight into action. You will connect people across academia, charity sectors and the fast-evolving entertainment and creator economy.

This is not simply about communicating what we do. It is about using communications to build communities, strengthen networks, create dialogue, socialise insight and inspire ideas that contribute to wider systems change.

You will drive, create and shape campaigns, working with colleagues and partners to develop compelling ideas and activate them through our own and partner channels. You will build and engage our networks, creating opportunities for people to participate, collaborate and contribute – making our channels spaces for conversation, not just broadcast.

You will shape and produce content, from articles and think pieces to social and video, that establishes our voice and influences debate. You will identify opportunities to connect people and ideas and build momentum around the issues that matter to us.

Key responsibilities:

Campaign and programme communications:

- Lead the development of integrated communications campaigns for OKRE's programmes and projects, translating insight and strategic priorities into creative ideas and compelling narratives, and using owned, earned and partner channels to engage audiences, build influence and inspire participation.
- Work with colleagues to embed communications into projects from the outset, contributing ideas, challenging thinking and identifying opportunities to strengthen impact with sound understanding of what each stakeholder and programme is trying to achieve.
- Lead campaign monitoring and evaluation, gathering and analysing audience insights and performance data to assess impact, identify opportunities and inform current and future campaigns.
- Build relationships with OKRE's partners & stakeholders across the screen, games and creator economies and research/charity sectors, creating opportunities for collaboration, amplification and influence.
- Lead campaign delivery with strong project management skills, bringing creativity, pace and sound judgement to planned and emerging opportunities.

Audience, CRM and community engagement:

- Lead the development of OKRE audience and CRM approach, using insight to understand, grow and engage our communities.
- Build stronger user journeys between OKRE's campaigns, content, events, networks and channels, helping us to grow, retain and engage with our audiences.
- Develop and test new approaches to email, CRM and digital engagement, using data and learning to improve measurable reach, relevance and engagement.
- Strengthen how OKRE listens to and learns from its audiences and networks, using this insight to inform communications and wider organisational activity.

Storytelling and content:

- Shape OKRE's voice and editorial approach, ensuring our communications are distinctive, accessible and aligned with our strategy and values.
- Develop and oversee compelling content and storytelling that turns insight, evidence and activity into ideas that engage audiences, shape debate and demonstrate impact.
- Develop creative, social-first and digital-first approaches, exploring new formats and channels to reach and engage different audiences.
- Set the direction for content across channels, ensuring stories and ideas can be adapted effectively for different audiences and platforms.

Media, reputation and organisational communications:

- Lead OKRE's media strategy, building journalist relationships and proactively securing opportunities for its ideas, expertise and thought leadership across relevant media, while responding to emerging opportunities.
- Oversee communications around key organisational moments, including announcements, partnerships, reports, events and thought leadership, ensuring these contribute to OKRE's wider strategic objectives.
- Advise and support the Director, senior leadership, Board and other spokespeople on media engagement, crisis communications and high-profile opportunities, developing clear, consistent and values-led messaging to protect and strengthen OKRE's reputation.
- Develop editorial direction across channels and teams, maintaining a coordinated communications calendar and ensuring messaging is consistent, timely and effective.

- Monitor sector media trends, coverage and developments to identify emerging opportunities and inform wider team communications planning and strategy.

About you
We're looking for a strategic, creative and ambitious communications professional who understands the entertainment and creative industries and knows how to turn ideas, insight and opportunities into communications that build influence and create change.

You'll be a confident campaign thinker and storyteller, able to develop a strong communications proposition, spot opportunities, build relationships and bring people with you. You'll combine strategic thinking with creativity and sound judgement and be comfortable taking ownership while working collaboratively with colleagues, partners and networks.

You'll be curious about how audiences, media and communities are changing, and excited by the opportunity to experiment with new formats, channels and ways of engaging people.

Skills and experience:

Essential:

- 6+ years' experience in communications, campaigns, PR, content or a related field, including experience owning strategic communications work from creative development through to delivery and evaluation.
- Strong understanding of the fast-evolving entertainment and creative industries, including film, television and streaming, video games, audio and the creator economy, with an ability to spot emerging trends, audiences and opportunities.
- Proven ability to develop creative communications and campaign ideas that engage audiences, build influence and contribute to wider systems change, with an understanding of how communications can shape culture, policy and practice
- Demonstrable digital and social expertise, with experience growing and engaging audiences across social, email, CRM, web and other owned channels, and using audience insight and performance data to improve approaches.
- Strong storytelling and writing skills, with the ability to turn research, evidence, ideas and impact into clear, compelling and accessible narratives for different audiences and formats.
- Proven ability to build relationships and influence others, particularly with journalists, creators, partners and networks, and to turn those relationships into opportunities for collaboration, amplification and profile.

- Experience communicating research, evidence, science, policy or other complex subjects in ways that engage non-specialist audiences.

Desirable:

- Experience working in a charity, not-for-profit or purpose-led organisation, with an understanding of the opportunities and challenges of this environment.
- Established relationships across entertainment, media and the creator economy, including journalists, editors, producers, creators or relevant trade media.
- Experience using events, programmes and cohort-based activities to build communities and networks, strengthen engagement and grow influence.

How to apply:

To apply, please submit via this online form: https://bit.ly/OKRECampaignsCommsManager

- Your CV

- Your response to this prompt:

In no more than 500 words, we'd love to hear your pitch on what draws you to OKRE, what you're good at and what you'd be excited to achieve in this role.

A note on using AI - we're interested in finding out about you – what you bring, what you care about and what excites you. We find this comes through best in your own voice.

Benefits:

- Inclusive, collaborative culture within a growing team passionate about entertainment and social impact
- The option to work from home up to 2 days per week (Mon/Fri)
- Central London office with 24hr access, onsite café, roof terrace, bike storage & showers
- Annual staff summer and winter socials
- Optional enrolment into OKRE's workplace pension scheme.
- Employee Assistance Programme.

Diversity and Inclusion:

We are committed to improving our ways of working and finding ways to enable a more inclusive and accessible environment.

If you would like us to make adjustments during the application process, please contact us by emailing officemanager@okre.org with the subject line 'Application Process'.

Feedback and Process:

We receive a high volume of applications to our open positions and consequently can't provide feedback to every application. We will confirm receipt of your application via email.

We will invite shortlisted applicants to a first-round online interview to take place in w/c 9th November lasting approximately 45 minutes. Candidates invited to this stage will be sent our questions in advance. There will be time allocated for candidates to ask more about the role and our organisation.

Second round final interviews will be held in person at our central London office in w/c 16th November or 23rd November. Candidates will be asked to prepare a short task given prior to their interview and presentation/discussion of this task will form the first half of the panel interview.

All candidates selected for interviews will receive feedback if requested.

-Ends