Communications Manager

35 hours / 5 days
Salary: from £35,000 per annum
Location: York - with the option of some home-based working

Are you passionate about making an impact on real world issues through effective communication?

Do you have experience in developing and implementing communication strategies for an organisation or movement?
Do you want a chance to work in a collaborative team but also self-direct your work?
If so, you might be the perfect candidate for the role of Communications Manager at Friends Provident Foundation.

Friends Provident Foundation is an independent, endowed charity based in York - with a big ambition to build a fair economy and better world. A belief in equity and social justice, striving for fairness, truth and integrity, empowering communities and stewardship of the Earth underpins all we do.

As Communications Manager, you will be responsible for:

- Planning, creating, and delivering engaging and impactful communication campaigns across various channels, such as social media, website, email, press and events.
- Managing the charity’s brand identity and reputation, ensuring consistency and quality across all communication materials and platforms.
Developing and maintaining relationships with key stakeholders, such as grantholders, trustees, funding partners, investees, donors, advisers, and the media.

Monitoring and evaluating the effectiveness and impact of communication activities, using data and feedback to inform future decisions and actions.

Developing individual communications projects and products to help us achieve our organisational goals.

To be successful in this role, you will need:

- Excellent written and verbal communication skills, with the ability to tailor messages to different audiences and purposes.
- Creativity and innovation, with the ability to generate and implement new ideas and solutions.
- At least three years of experience in a similar role, preferably in the not-for-profit sector.
- Strong project management and organisational skills, with the ability to work under pressure and meet deadlines.
- A positive and collaborative attitude, with the ability to work well with others and adapt to changing situations.

What we can offer you:

- A competitive salary of from £35,000 per year, depending on experience.
- Our comprehensive benefits package reflects our commitment to fostering a supportive and fulfilling work environment.
- A generous pension scheme, with 13% employer contribution;
- Life insurance cover;
• Climate Perks scheme, offering paid journey days to facilitate the choice of low-carbon holiday travel, aligning our values with environmental consciousness;
• Generous compassionate and carer’s leave;
• Maternity and enhanced parental leave, and we are a family-friendly workplace;
• Relocation costs;
• We offer a flexible and supportive work environment, with opportunities for learning and development.

Together, we hope these benefits that we currently offer support our commitment to employee well-being and to creating a workplace that values both professional and personal fulfilment.

If you share our ambitions and are interested in joining our team, please visit our website to download the application pack:

https://friendsprovidentfoundation.org/library/resources/communications-manager/

We are committed to being an inclusive employer, where equity and social justice is one of our central domains in creating a fair economy, better world. We welcome applicants from diverse backgrounds including age, disability, class, race, sexuality, and gender identity.

If you have a disability and would like to request an application form in a different format, or discuss your application at any point, please contact enquiries@friendsprovidentfoundation.org.uk.

We are a Living Wage employer.

**Deadline for applications: Wednesday 10 January, 9am**
Job Description

Job title: Communications Manager

Hours: 35 hours / 5 days

Salary: from £35,000 per annum

Location: York - with the option of some home-based working

Reporting to: Foundation Director

Purpose: To develop and lead the Foundation’s communications in pursuit of a fair and sustainable economy

This role will lead on our communications. To develop and lead implementation of the Foundation’s communications work, to raise the Foundation’s profile and the organisations it supports.

You can find out more about us and the work we do on our website, and in our most recent annual report (2021/2022).

The Communications Manager

A. Works to the Foundation Director to develop a dynamic and responsive communications and convening strategy for the Foundation within the strategic framework set by Trustees;

B. Implements the Foundation’s communications and convening strategy and manages activities to help raise the Foundation’s profile and that of the projects we support, especially developing our social media work;
C. Works with the Foundation Director and other staff to manage a broad range of external relations activity for the Foundation, including events, seminars, press releases, media correspondence, media telephone and e-mail enquiries;

D. Works proactively with colleagues throughout the Foundation to maximise the communications impact of the Foundation’s work in the context of current debates through the generation of content;

E. Supports the Director in their role.

The main duties are set out in more detail below:

Main duties of the Communications Manager

A. Works with the Director to develop the Foundation’s communications and convening strategy

1. In conjunction with the Foundation Director, works to develop and implement the Foundation’s overall communications, convening and dissemination strategy across all media;

2. Leads on the development of the Foundation’s social media approach, management systems and protocols;

3. Works with colleagues to distil learning from the Foundation’s funded work, utilising and re-purposing existing reports for external communication;

4. Works with colleagues to develop the Foundation’s annual programme of events and seminars for grantholders, investees and other external stakeholders;

5. Manages the annual communications budget and adjust communication activities and plan any necessary changes to ensure costs are within budget;
6. Reports to the Director and Trustees on the communications strategy on a quarterly basis, or as requested.

B. Manages the Foundation’s communications, convening and public affairs activities

1. Manages the integrity of the Foundation’s brand and identity and ensures that this runs throughout the Foundation’s communications activity and operations;
2. Identifies, segments and builds the Foundation’s audiences in line with the communications strategy, tailoring communications content to build audience engagement;
3. Leads on the development of the Foundation’s website in terms of overall structure, content and presentation, monitoring and reporting on traffic; working alongside the Grants team who lead on technical issues relating to the grant application elements;
4. Manages and advises on Foundation events, both face-to-face and digital;
5. Reviews external project outputs and works with colleagues and grantees to develop dissemination activities, including hosting events as appropriate;
6. Manages the narrative, editing and production of the Foundation’s Annual Reporting, working with the Foundation’s Operations Manager and external contractors as required;
7. Manages and provides guidance to underpin the contributions of colleagues to social media platforms. Leads on the consistent stream of content supporting Foundation events, outputs and the communications across the organisation’s wider network;
8. Keeps abreast of developments in social media and opportunities this may present;
9. Develops content and directs creative execution to provide a consistent, targeted and impactful message aligned to our mission;
10. Provides space for amplification of key messages from our partners (grantholders, investees and friends) and convening opportunities for connection, networking and learning;
11. Lead and be accountable for the effective day-to-day management and delivery of communications by the team.

C. Social Media Management

1. Design and implement engaging social media strategies;
2. Handle all the day-to-day social media activities on our social platforms (Twitter, LinkedIn, Facebook) and review when new socials become available;
3. Manage and facilitate social media communities by responding to social media posts and developing discussions;
4. Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights;
5. Sets up systems to monitor all social media channels used by the Foundation and coordinate any advisors or interns.

D. Works with the Foundation Director, Office Manager and other staff to manage external relations for the Foundation

1. Maintains contacts and relationships with other relevant organisations, professional associations and key bodies in the public, private and voluntary sectors;
2. Proactively develops tailored content for key audiences and stakeholder groups judged to be strategically important;
3. Leads on responsive communications such as coordinating relevant consultation responses;
4. Is an effective ambassador for the Foundation.
F. Works with colleagues throughout the Foundation to maximise communications impact

1. Contributes to the population of the website(s), including blogs or similar;
2. Works with colleagues to consider any proactive external contributions, including the production of new communications products, syntheses, outputs, communications channels, the placement of news or features relating to the Foundation’s work or areas of concern;
3. Contributes to the Foundation’s CRM records on dissemination and communications matters;
4. Manages the production of corporate communications products and grantholder project outputs as required.

G. Supporting the Director

1. Plays an active part in considering issues arising from the Foundation’s work and commitments, including researching and writing one-off papers for consideration by the Director and/or the Trustees;
2. Contributes to the production of agenda papers for Trustees and to present oral reports at Trustee meetings as required;
3. Gives input into the development of any new initiatives, drawing on your expertise and any relevant subject knowledge;
4. Applies Foundation policies as determined by charity law, employment law, Data Protection, diversity and equity, and the Foundation’s commitment to transparency and fair dealing;
5. Works as a key member of the Foundation’s executive team, working flexibly and providing support and guidance to colleagues;
6. Takes the opportunity to highlight relevant professional development activities and, with the Director’s permission, to access them;

7. Undertakes tasks in furtherance of the Foundation’s objectives, as requested by the Director or Trustees.
Person Specification

Essential Requirements

- Excellent oral and written communication skills. Proven ability to deal effectively with individuals at all levels
- Project planning ability, involving multiple stakeholders
- Implementation of strategic communications plans
- Knowledge and experience of UK media relations and public affairs
- Knowledge of developing marketing/ information materials
- Knowledge of effective website curation
- Social media management and profile building
- Ability to absorb and disseminate complex issues quickly
- Strong all-round computer and digital skills
- Experience of convening groups and maintaining networks of professionals
- Experience of public policy work
- Experience of event management
- Ability to work unsupervised and prioritise own workload
- Ability to influence people
- Confident manner to deal efficiently with the media, subject experts and trustees
- Willingness to work out of normal hours when required
- Excellent skills in relationship building and team working
- Creative and flexible approach to work
- Self-sufficiency
- Reliability
- Willingness to travel within UK
Desirable attributes

- Experience of working in a small organisation
- Experience of managing the work of others
- Ability to analyse statistical information
- Campaigning experience
- Experience of giving broadcast interviews
- Interest in the role that potentially positive role monetary systems, financial services can plan in society

Personal attributes

- Empathy with the ethos and focus of the Foundation as a mission-led organisation supporting a fairer and more sustainable economy
- Good judgement
- Attention to detail
- Enthusiasm

Terms and Conditions of Employment and benefits include:

- This is a permanent contract with Friends Provident Foundation
- The Foundation supports flexible working and job sharing
- Any offer made will be subject to the receipt of satisfactory references. The appointment will be confirmed, subject to a satisfactory six-month probationary period. It is a requirement of all staff to be familiar with the Foundation’s policies
- Generous pension scheme, with 13% employer contribution.
- Life insurance cover
- Climate Perks scheme: paid journey days to choose low-carbon holiday travel
• Compassionate and carer’s leave
• Maternity and enhanced parental leave
• Relocation costs

*Please note: a review is planned for 2024 of the staff team’s salaries and benefits.

**How to apply**

Please submit your CV together with your answers to the questions (which can be found on our website alongside this pack), outlining your fit with the role and person specification, by 9am on Wednesday 10 January 2024, to enquiries@friendsprovidentfoundation.org.

If you would like to arrange an informal discussion, please contact Danielle Walker Palmour at enquiries@friendsprovidentfoundation.org.uk. Please note our offices will be closed Thursday 21 December - Tuesday 2 January.

We will acknowledge receipt of your application and send you a copy of our Diversity and Equality monitoring form for completion. Answers to this are anonymous and for monitoring purposes only. Short-listing will be undertaken on an anonymised basis. Shortlisted applicants will be invited to attend an interview. We are happy to reimburse shortlisted candidates for travel costs and childcare costs incurred as a result of attending an interview.

If we can support you in accessing or attending the interview, please get in touch with us at: enquiries@friendsprovidentfoundation.org.uk.
Privacy Notice

What we collect and why

When you apply to us for a role you will be providing personal data about yourself, through which you can be identified. We have written this notice to let you know how we will handle and protect your information.

Information which may be collected during a recruitment process, may include:

- Name
- Your work, education, and training history
- Contact information including email address, postal address, and phone number
- Contact information for your referees
- Any other personal information which you choose to give us relating to your application
- Notes made by the selection panel during shortlisting and the interview process

We require this information to review your application, undertake, and support the recruitment process, and communicate to you the decisions and outcomes of that process.

The Data Protection Bill (2018) sets out that we are required to have a lawful basis for processing your data. In this instance we are processing your data under ‘legitimate interests’ specifically to support our recruitment process and applicants, as outlined above.

We store this information on our office IT systems, including cloud-based directories and email system, and in paper-based files. We retain information for
unsuccessful applicants for a period of 6 months following the completion of the recruitment process, to enable us to provide feedback, address any other queries, or disputes. After a period of 6 months we will delete your data.

For any concerns you have about our use of data, please contact:

enquiries@friendsprovidentfoundation.org.uk or on 01904 629675.

You can also contact the Data Protection Regulator, the Information Commissioner’s Office (ICO): [https://ico.org.uk/global/contact-us/](https://ico.org.uk/global/contact-us/)