



# Communications Manager Information pack



28–35 hours per week (4 or 5 days)

Salary: starting at £42,500 per annum pro rata

Deadline for applications: 30 April 2025



## **Communications Manager**

**28-35 hours per week (4 or 5 days)**

**Salary: starting at £42,500 per annum, pro rata**

**Location: York, hybrid**

Friends Provident Foundation is a small, independent, endowed charity, based in York, with a big ambition to build a fair economy and better world. We strive to challenge the way the current economic system operates and provide funding to an ecosystem of organisations that believe in making the system more equitable, just and accountable.

We are seeking a Communications Manager to join our small, friendly team.

As Communications Manager, you will lead on the Foundation's communications strategy and its implementation, deliver a broad range of external relations activity and work collaboratively in a team to maximise the communications impact of the Foundation's work.

We are looking for a communications professional who has experience developing and implementing communication strategies for an organisation or movement, is proactive, has excellent judgement and attention to detail, and is interested in applying their experiences to amplify the work of the Foundation and those it works with to build a better economy. This is a hybrid role based out of our office in central York. The role involves some occasional travel within the UK to attend Trustee meetings and other events.

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

<https://friendsprovidentfoundation.org/opportunities/>

We are committed to being an inclusive employer, where equity and social justice is one of our central domains in creating a fair economy. 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 us. We are a Living Wage employer.

*We prefer this to be an office-based or hybrid role, working at least part of the time from our office in central York. However, we offer flexible working arrangements and will consider a fully remote UK-based role for an exceptional candidate.*

*Please note, applicants must have the legal right to live and work in the UK, as we are not able to offer visa sponsorship.*

**Deadline for applications: 30 April 2025**

**Interviews: 21 May 2025**



## Job Description

Job title:	<b>Communications Manager</b>
Hours:	<b>28-35 hours (4 or 5 days)</b>
Salary:	<b>Starting at £42,500 per annum pro rata</b>
Location:	<b>York, hybrid</b>
Reporting to:	<b>Foundation Director</b>
Purpose:	<b>To develop and lead the Foundation's communications in pursuit of a fair and sustainable economy</b>

The Communications Manager leads, develops and implements the communications work of Friends Provident Foundation, to raise the profile of its work to build a fair and sustainable economy.

You can find out more about Friends Provident Foundation at: <https://friendsprovidentfoundation.org/>

### 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;
- C. Works with the Foundation Director and other staff to manage a broad range of external relations activity for the Foundation, including, but not limited to, events, seminars, thought leadership, campaign management, media relations, stakeholder engagement.
- 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 responsibilities are set out in more detail below.

## Main Responsibilities 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, work to develop and implement the Foundation's overall communications, convening and dissemination strategy across all media;
  - 2. Lead on the development of the Foundation's social media approach, management systems and protocols;
  - 3. Work with colleagues to distil learning from the Foundation's funded work, including utilising and re-purposing existing reports for external communication;
  - 4. Work with colleagues to develop the Foundation's annual programme of events and seminars for grantholders, investees and other external stakeholders;
  - 5. Manage the annual communications budget, including adjusting communication activities and planning any necessary changes to ensure costs are within budget;
  - 6. Report 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. Manage the integrity of the Foundation's brand and identity and ensure that this runs throughout the Foundation's communications activity and operations;
  - 2. Identify, segment and build the Foundation's audiences in line with the communications strategy, tailoring communications content to build audience engagement;
  - 3. Lead on the development of the Foundation's website in terms of overall structure, content and presentation, along with monitoring and reporting on traffic; working alongside the Grants team who lead on technical issues relating to the grant application elements;
  - 4. Manage and work with colleagues to deliver Foundation events, both face-to-face and digital;
  - 5. Review external project outputs and work with colleagues and grantholders to develop dissemination activities, including hosting events as appropriate;
  - 6. Manage the narrative, editing and production of the Foundation's Annual Report, working with the Foundation's Finance and Operations Manager and external contracts as required;
  - 7. Manage and provide guidance to underpin the contributions of colleagues to social media platforms. Lead on the consistent stream of

content supporting Foundation events, outputs and the communications across the organisation's wider network;

8. Keep abreast of developments in social media and elsewhere, and the opportunities this may present;
9. Develop content and direct creative execution to provide a consistent, targeted and impactful message aligned to our mission;
10. Provide 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 the day-to-day activities on our social media platforms and review the efficacy of these platforms, along with any new ones which 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 analytic tools ;
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. Maintain contacts and relationships with other relevant organisations, professional associations and key bodies in the public, private and voluntary sectors;
2. Proactively develop tailored content for key audiences and stakeholder groups judged to be strategically important;
3. Generate and write content such as blogs and thought leadership pieces, working with Trustees, staff and others;
4. Work with and prepare members of the organisation for interviews and managing outbound opportunities;
5. Lead on responsive communications such as coordinating relevant consultation responses.

F. Works with colleagues throughout the Foundation to maximise communications impact

1. Contribute to the population of the website(s), including blogs or similar;
2. Work 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. Contribute to the Foundation's CRM records on dissemination and communications matters;
4. Manage the production of corporate communications products and grantholder project outputs as required.

G. Supporting the Director

1. Play 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. Contribute to the production of Board papers for Trustees and present oral reports at Trustee meetings as required;
3. Give input into the development of any new initiatives, drawing on expertise and any relevant subject knowledge;
4. Apply 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. Work as a key member of the Foundation's team, working flexibly and providing support and guidance to colleagues;
6. Take the opportunity to highlight relevant professional development activities and, with the Director's permission, to access them;
7. Undertake 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 communicate effectively with individuals at all levels.
- Ability to develop and implement strategic communications plans.
- Project planning ability, involving multiple stakeholders.
- Ability to deal confidently and efficiently with the media, subject experts, contractors and Trustees.
- Knowledge and experience of UK media relations and public affairs.
- Knowledge of effective website curation.
- Social media management and profile building.
- Ability to communicate complex ideas in a relatable way.
- Ability to work under own initiative and prioritise own workload.
- Strong all-round computer and digital skills.
- Excellent skills in relationship building and team working.
- Willingness to occasionally travel within UK.

### Desirable requirements

- Interest in the development of a fair and sustainable economy that works for people and planet and better serves society.
- Campaigning and/or movement building experience.
- Experience of managing events.
- Experience of convening groups and maintaining networks of professionals.
- Experience of public policy work.
- Experience of managing the work of others.
- Knowledge of developing marketing and information materials.
- Ability to analyse statistical information.

### Personal attributes

- Proactive
- Organised
- Good judgement
- Attention to detail

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*Please note, applicants must have the legal right to live and work in the UK, as we are not able to offer visa sponsorship*

**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.
- Employee Assistance Programme.
- Climate Perks scheme: paid journey days to choose low-carbon holiday travel.
- Compassionate and carer's leave.
- Maternity and enhanced parental leave.
- Relocation costs.

## 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 to [enquiries@friendsprovidentfoundation.org.uk](mailto:enquiries@friendsprovidentfoundation.org.uk) by **9am on Wednesday 30 April 2025**.

If you would like to arrange an informal discussion, please contact Danielle Walker Palmour at [enquiries@friendsprovidentfoundation.org.uk](mailto:enquiries@friendsprovidentfoundation.org.uk).

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](mailto: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](mailto: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/>