

Job opportunity with Two Ridings Community Foundation

Communications and Marketing Executive

£23,000-25,000 pa pro rata, based on experience and with potential for role and salary to develop

Are you looking for a role that will give you an opportunity to grow and create change from within, at an exciting stage of Two Ridings Community Foundation's long term growth?

You will raise the profile of Two Ridings Community Foundation through the full range of marketing, media, digital technologies, and communications channels. The role will be critical to support the Foundation's ambitious strategy and targets for growth and development.

It is essential that we have effective and authentic engagement with donors, grant applicants and partners. With your help, we will devise a forward-looking and effective communication strategy for the foundation.

"We see this role as a pivotal role and a game changer for us." Harriet Johnson Partnership Manager

"Creatively telling the stories of our grant making will make such a difference to us reaching wider audiences" Jackie McCafferty, Programmes Manager

"This is such an exciting role for the right person. I can really see the potential for this role making us more visible" Jan Garrill, CEO

Deadline for applications: 9am Monday 29th March 2021

Shortlisting: 31st March 2021 and interview dates: Wednesday 14th and Thursday 15th April – afternoons. Interview to be via Zoom with a panel and a creative task. If you are unable to attend for interview on this day for religious observance reasons, please let us know and we will find an alternative interview date if you are shortlisted.

To apply visit <https://www.tworidingscf.org.uk/job-opportunity/>
Apply by application form only. CV's will not be accepted.

To find out more or to have an information conversation about this role contact Harriet Johnson hjohnson@tworidingscf.org.uk

Hours of work: 21 hours per week, typically across Monday to Friday between the hours of 9am and 5pm but we can offer flexibility.

Contract term: The post is subject to a one-month probationary period. Annual leave of 25 days (pro rata for part time staff) plus statutory holidays and time off between Christmas and New Year when office closed.

Place of work: We want to recruit someone who lives in our operational area of North and East Yorkshire and can come into our York office on at least a fortnightly basis once lockdown is over. We



are open to flexible working and welcome applications from people who wish to work remotely for most of the time.

Two Ridings Community Foundation is committed to improving the diversity of our workforce. We encourage and welcome applications from candidates from all backgrounds, particularly from Black, Asian and Minority Ethnic and Refugee, LGBTQ+ communities and/or disabled people who are currently under-represented within Two Ridings.

Two Ridings Marketing and Communications Executive: Key Responsibilities:

- **Develop and maintain a coherent and engaging brand identity and voice for Two Ridings Community Foundation.**
- **Develop and maintain the website, making sure it is inspiring, accurate and informative.**
- **Manage all communication channels including: Twitter, Facebook, Instagram, LinkedIn and YouTube producing effective and relevant communications.**
- **Telling the story of grant recipients and donors to bring to life the impact of our work.**
- **Co-ordinate and create appropriate newsletters for our different audiences.**
- Manage a wide range of engaging and purposeful content for print, social media and the website.
- Manage the development and maintenance of online and offline content with graphic designers and web developers by researching, experimenting and planning.
- Maintain a consistent, high standard of copy ensuring brand and external content evidences the Foundation as a professional and effective organisation.
- Use analytics to develop integrated communication campaigns and adjust marketing methods to raise profile, gain more leads and target new and existing audiences.
- Provide updates to Staff Team, Senior Management and Board on Foundation's marketing and communications progress and future plans.
- Build good relationships with and act as first point of contact for press, marketing and promotional related queries.
- Provide communications support and guidance to colleagues of all levels, donors and other stakeholders.
- Collaborate with colleagues, donors and grant holders to showcase successes, highlight opportunities and raise the profile of the Foundation.
- Liaise with and manage PR Agencies, media outlets and third-party organisations to raise the profile of the Foundation.
- Ensure work complies with all relevant regulations
- Monitoring partner organisations' marketing to ensure our guidelines are followed.
- Flexible and supportive assisting with additional workload and events when required.
- Liaise with colleagues across the UKCF network, sharing best practice

Marketing and Communications Executive: Person Specification:

This is a newly created role with an interesting range of responsibilities. As such, we don't have a perfect idea of who will fill the role and what their background, experience or qualifications might be. The bullets below represent what we think is a reasonable framework to inform the recruitment process. We are not asking for any formal qualifications as we feel that we are looking for someone with the right experience, skills, knowledge and disposition.

- Excellent and confident communicator – especially able to write clearly and succinctly for a wide audience
 - Creative with the ability to listen to and see the story in our work and interactions with people.
 - Highly organised, able to work under pressure, capable of juggling projects and activities, delivering a plan and responding swiftly to circumstances when required.
 - Highly motivated with enthusiasm and determination
 - Ability to work autonomously and self-motivated but also within the wider team
 - Experience in creating, implementing, managing and monitoring campaigns and events to a high standard, that deliver results
 - Good understanding and practical experience of working across digital communication channels
 - Experience in print, design, development and production.
 - Experience across analytical programmes, content management systems
 - Ability to develop relationships with people at all levels, and from diverse backgrounds and cultures.
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- Able to travel across North and East Yorkshire
 - To be flexible with working hours and happy to work outside of office hours including weekends if required.

Support, conditions and opportunities

Two Ridings Community Foundation is part of a UK wide network of Community Foundations and is part of a global movement of community foundations. This means that there are opportunities to learn from and work with marketing and communication peers from across the network on areas of shared interest.