

Marketing & Communications Manager

Salary Range: £25,000 – £28,000

Working hours: Full Time (35 hours a week)

Location: Liverpool City Centre

Job Summary

Working in partnership with the relevant support functions at the Community Foundations for Lancashire and Merseyside, and as a member of the management team, the Marketing & Communications Manager will lead the development of the foundations Business Development, Communications and Marketing Strategy. Provide leadership across all areas of external relations, online/offline communications, PR, stakeholder/donor relations, events, brand awareness, marketing, strategic partnership development and public engagement.

In particular, priorities will be to support the generation of awareness, promotion and engagement of the Community Foundations with a primary focus on endowment building and community leadership. You will focus on supporting the Senior Management Team in this area to seek, negotiate and secure income from the following sources for the purposes to fulfil our Mission & Vision against financial and nonfinancial targets that will be set annually as part of the process of reviewing the strategy:

- Individuals and Families
- Corporate/Private Sector
- UK/National Philanthropic Programmes
- Professional Advisors
- Charitable Trusts and Foundations (active and dormant)

The Marketing & Communications Manager will contribute to the implementation and delivery of the organisational vision through the orchestration of high impact external facing activity as well as delivering excellent and efficient support services to the team, donors and stakeholders.

Benefits

- 30 days' annual leave plus 8 public holiday days
- Additional day leave for your birthday
- Medicash healthcare membership
- Generous pension scheme
- Flexible working hours and Time of in lieu
- Be part of a great team and work environment

The salary will be £25,000 - £28,000 for 35 hours a week (full time)

Responsible to:

You will be directly responsible to the Chief Executive, working within the Business Development Team.

Values and Behaviours

Like every employee, you will be expected to exhibit the following values and behaviours: Community Leadership, Pride, Transparency and Working Together.

Job Description

Leadership and strategic development

- Develop the Community Foundations external relations, marketing and communications strategies and associated business plans.
- Develop the identity and brand of the Community Foundation and establish its positioning with multiple strategic partners and stakeholders.
- Identify new opportunities for external engagement, partnership working and collaboration
- Promote integrated and co-ordinated Marketing and communications activities responsive to changing internal and external drivers.
- Develop, monitor and report on metrics to assess the overall effectiveness of the Foundations communications strategies.
- Keep abreast of developments in charitable and digital sectors.
- Preparation of documents to support New Business activities
- Preparation of documents to support donor liaison and care
- Support proactive work with the Board to achieve targets, especially for endowment building
- Support the process of identifying and researching new private, public and corporate donors, ensuring Mission & Vision fit.
- Supporting the building and maintenance of relationships with professional advisors to enable client referrals, corporate giving and legacy donations.
- Ensuring effective database management, maximising the use of technology for time and cost effectiveness

Marketing, profile raising and public relations

- Co-ordinate and lead the delivery of all marketing activities across the Community Foundation taking into account those of both the Community Foundations and external stakeholder needs.
- Work with the Chief Executive, Development Director and Programmes Team to raise the profile of the Community Foundations activities, advise on dissemination and influence funders and policy makers.
- Lead the promotion of the Community Foundations reputation through media relations.
- Lead the development and promotion of the Community Foundations publications and publicity materials.

- Lead the development of the use of digital and internet communications, in particular the Community Foundations website and social media liaising.
- Oversee the organisation and promotion of the Community Foundations programme of events.
- Act as a first point of contact for the Foundations marketing.
- Community Engagement activities, including project visits and liaison with Community Leaders.
- Support the preparation and presentation of funding proposals and bids to potential donors, sponsors, stakeholders.

Partnership development

- Support the work of senior staff in building relationships with local, regional and national partners, funders, regulatory bodies and policy makers.
- Seek to stretch and grow partnerships by developing a gap analysis and prioritised list of prospective new corporate partners.
- Develop the Community Foundations approach to corporate/public engagement and involvement in its activities.
- Researching organisations and individuals to identify new leads and potential new markets.
- Ensure a high level of engagement, support and sponsorship from corporate partners regarding any Community Foundation-organised events.
- Proactively build and maintain relationships with stakeholders, such as donors, local business media and professional advisors, to enable donor introductions, client referrals, corporate giving and legacy donations.

Liaison, Events and Networking

- Ensure the development of effective ongoing relationships with foundation staff to align existing activity with the strategic direction of the organisation.
- Develop, manage and maintain productive strategic relationships and networks with senior representatives in a broad range of private and public sector partners to assist the continuing development, reputation and effectiveness of the Community Foundation.
- Represent the Community Foundations at a senior level at regional and national meetings, conferences and events relating to this area of activity.
- Be an active member of emerging networks.
- Provide operational support and management for events staged by the Community Foundations or in partnership with third parties, ensuring professional delivery
- Identify which flagship events should be run by Community Foundation ensuring efficient event management.
- To act as an ambassador both internally and externally for the Community Foundation
- Work with the Chief Executive and Development Director to create appropriate donor and stakeholder engagement events and activities

Other

- Be prepared to support administrative tasks relating to the running of the charity including any activities relating to events run by out-sourced companies
- Be prepared to answer day-to-day phone enquiries, including calls from existing and new beneficiaries.

You will also be expected to:

- Attend training courses and events as required and share learning with other staff and the trustees, as relevant.
- Occasionally work weekend and evening hours, for which time in lieu will be given
- Contribute towards other aspects of the Community Foundations' work as required, commensurate with the scale and general nature of the post.
- Ensure that Community Foundation Network Quality Accreditation and other compliance standards are implemented within your function area, amongst colleagues and others within the remit of your post.

Key Performance Indicators

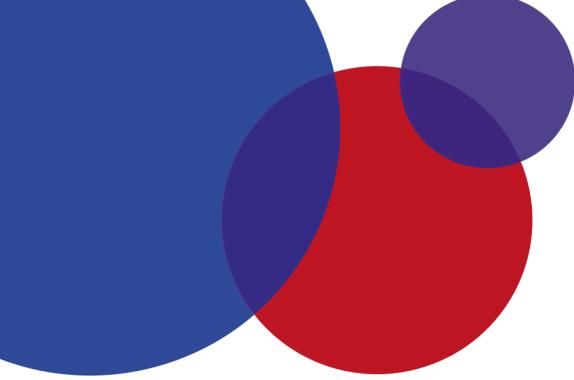
Your performance will be measured against financial and non-financial key performance indicators (KPIs), agreed with your line manager in line with the Business Plan and annual targets.

These indicators will be broken down into day-to-day and annual working targets agreed between you and the Chief Executive.

Your success in meeting them will be assessed as part of your annual appraisal and this will inform any decisions regarding your personal development, training plans, responsibilities and possible progression up the salary band.

In addition, all employees are required to contribute to achieving the following KPIs for the Community Foundations:

- helping to achieve our Mission & Vision, contributing to local social change in Lancashire & Merseyside;
- helping to ensure the Community Foundations are effective and strategic social investors, including via effective charitable grant-making;
- helping to develop the Community Foundation's role as a 'community leader';
- helping to raise the profile of the Community Foundations with specific target markets;
- making a contribution to improved knowledge management within the Community Foundations;
- helping to reduce operational costs, including maximising the use of technology;



How to Apply:

To apply for the role please submit a CV and covering letter of no more than two pages on how you meet the role's requirements, especially in terms of the Knowledge, Skills & Experience, to the Community Foundations by 5pm on Friday 22nd March 2019. Send your application to Ben Roberts at ben.roberts@cflm.email