



JOB DESCRIPTION

14 June 2023

Position:	Communications Manager
Reports to:	Chief Executive
Works with:	Membership Manager Finance and Grants Manager TFN International Collaborator
Location:	Home and office working (Toynbee Hall, 28 Commercial Street, London E1 6LS)
Term:	Permanent
Hours:	Full time - flexible working arrangements possible
Salary:	£31k-£35k dependant on experience
Annual leave:	26 days (including three to be taken at Christmas and one for birthday), increasing to 29 days after two years of employment and 31 days after five years
Volunteer days:	TFN offers employees up to three paid volunteer days a year to undertake work of charitable nature

The Funding Network is committed to building an inclusive workplace and recruiting a workforce that is as diverse as the communities we serve. However you identify, and whatever background you bring with you, we welcome you to apply for a role at TFN. If there are any adjustments that would help support you in your application, please do let us know when you apply. Disabled, D/deaf and/or neurodivergent people and those from Black, Asian and Ethnically Diverse backgrounds are underrepresented in our workforce so we particularly encourage applications from people in these groups.

Role summary

As a member of a small team of five, the Communications Manager is central to TFN's work connecting highly impactful small charities with individual and institutional donors to bring about progressive social and environmental change.

Day to day, the Communications Manager will be responsible for overseeing the promotion of TFN's programme of live crowd funding events, managing a schedule of digital communications, creating engaging content and liaising with partners and other stakeholders.

They will play a central role in the execution of TFN's live, virtual and hybrid events, undertaking a wide range of activities to ensure that events runs smoothly and funding targets are achieved.

Working closely with the Membership Manager, they will support the development and execution of ambitious plans to increase the number of individual, institutional and corporate members, taking advantage of the success of virtual events during the pandemic, and the increased accessibility they offer.

The Communications Manager will be the charity's lead on impact measurement, ensuring that we are effectively capturing the short, mid and long term impact of our work and communicating it to members, partners, funders and other stakeholders to support event attendance, growth in membership, fundraising and the organisation's overall strategic positioning.

All of these activities will be drawn together on a new website, which we hope to begin a phased launch of in mid to late autumn 2023. The Communications Manager will be the lead on this exciting project, working closely with the agency responsible for the charity's re-brand to create a new digital platform. The new website will be both an enticing "shop window" and the operational engine of all aspects of our work, delivering our strategic objectives of facilitating more and deeper connections between donors and small charities via our work in the UK and TFN International; positioning TFN as the "go-to" platform for donors seeking brilliant small charities to support and a respected champion of the small charity sector in the UK; and increasing earned income.

While not a core responsibility, the Communications Manager will also be required to share knowledge and experience with TFN's network of international partners to support their efforts to establish collective giving in their countries using TFN's methodology. They will have the opportunity contribute to the development of the next 10-year strategy for the TFN International programme (2024-34).

Please see further information about The Funding Network at the end of document.

Main responsibilities

Strategy

- Develop and execute communications and impact measurement plans to support TFN's strategic objectives as detailed above.
- Working closely with the CEO and other members of the team, lead on the development of a new website which clearly communicates TFN's offer, impact and strategic positioning as detailed above
- Support the on-going development of organisational strategy particularly contributing analysis of TFN's communications activity and impact on key stakeholders and participate in the development and testing of new initiatives.

Communications

- Produce engaging online and offline communications (e.g. email invitations, blog posts, social media content, promotional toolkits, newsletters, impact reports etc) in line with agreed communications plan and strategic positioning.
- Continue the roll out of the new brand identity, working closely and collaboratively with the agency which developed it including building and maintaining an image library (photographic and filmed).
- Monitor and measure the impact of TFN's communications across all channels and create reports to inform day to day activity and for quarterly trustee meetings.

Website Development and Management

- Project manage the development of a new website due for stage 1 launch in Q3/4 2023-4, working closely with other members of the TFN team. Key to the new site will be the design of compelling user journeys for key constituencies: would be donors/members (individual and institutional) and current members on the one hand (working with the Membership Manager) and charities on the other, as well as a range of other stakeholders. The website will be key to the shift away from a singular focus on crowd funding events to a platform model offering a range of online and offline opportunities for charities and individual and institutional donors to connect and meaningfully engage.
- Day to day management of the website ensuring content is up to date and relevant and supports all aspects of the organisation's work.

Impact Measurement

- Collect and assess impact data from charities on the impact of the support they receive from TFN in the short term (i.e. the direct impact of the event on their work – skills and connections), mid-term (i.e. the impact of funds raised at the event on their work) and long term (second stage funding from larger funders / donors they met through TFN, scaling up of activity etc).
- Work with the Membership Manager to support the development and execution of initiatives to monitor and measure TFN's impact on Members.

Membership

- Work closely with the Membership Manager to support efforts to increase the number of individual and institutional Members, particularly using communications to highlight the membership offer, recognise the centrality of Members to TFN's work and the value TFN delivers to its Members.

Other responsibilities

- Keep abreast of trends in philanthropy and provide written material which will help establish TFN's reputation as a leader in participatory giving and raise its profile within the voluntary sector, in close collaboration with the Chief Executive.
- Proactively build relationships with TFN's members and stakeholders.

Person specification

We are looking for someone who is highly organised and able to work both independently with limited supervision and collaboratively as part of a close-knit team. To be successful in the role you will need energy, creativity, curiosity and a problem solving attitude. Working for a small organisation (and particularly a charity) is not for the faint hearted, requiring both flexibility and resilience, but if met with these qualities, the challenges are more than compensated for by the opportunities and job satisfaction!

Essential skills, experience and capabilities

- Excellent all round communications and interpersonal skills
- High level of digital literacy
- Ability to systematically research, gather and analyse data
- Experience of website management
- Experience of project management
- Experience using Salesforce or other CRM databases
- Experience using Mail Chimp or other similar platforms
- Ability to work quickly and efficiently to meet deadlines
- Willingness to travel as required and to work outside of normal office hours to support event delivery (i.e. no weekend work)

Desirable skills, experience and capabilities

- Experience of delivering online and / or in person events
- Experience using digital project management tools and video conferencing platforms
- Experience using Canva and of designing materials
- Experience of coding and website design/development
- Experience commissioning and managing third party suppliers (e.g. graphic designers, AV, video production, web designers etc.)
- Experience creating a variety of filmed content (i.e. film, edit and distribute via YouTube) for marketing and training purposes.
- Experience developing marketing campaigns and initiatives
- Experience / knowledge of fundraising
- Experience / knowledge of the voluntary sector

To apply for the role, please send your CV and a one page cover letter outlining the relevant experience you would bring to the role to eugenie@thefundingnetwork.org.uk Interviews will be held on a rolling basis. If

you have any questions about the role or our work, please email Eugenie to organise a short phone call.

About The Funding Network:

Small charities have a vital role to play in helping diverse communities in need, particularly those which are small, hard to find and face intersecting challenges of age, race, gender, sexuality, class and ability.

Because of their size, their work can be highly focused, often embedded in the communities they serve and led by people with direct experience of the problem(s) they address.

Consequently, their work has the potential to transform lives, by validating individual experience and providing people with targeted help grounded in understanding; and society as a whole, by creating the possibility for 'difference' to be the glue that binds us rather than the means of further entrenching power and privilege.

For these reasons, small charities are extremely attractive to individual and institutional donors who want to support social change. This is borne out by TFN's 20-year history of connecting 1500+ charities with 12,000+ donors.

However, because of they are so small and focused and because donors often lack the time, skills and capacity to find them, they do not have the opportunity to meet and connect.

The Funding Network solves this problem. Through its tried and tested methodology, TFN identifies highly impactful small charities - often during the crucial period when they are testing out innovative ideas to address emerging issues - and supports them to develop new skills, raise vital funding and access powerful networks.

TFN offers small charities a platform to communicate directly about the problem(s) they address, the needs of the communities that they serve, the obstacles they face and the help they need to overcome them, and most importantly, the difference they will make to the lives of the marginalised.

And it offers donors the opportunity to hear first-hand about pressing social issues and the opportunity to join forces with others to provide vital support to these dynamic engines of change.

For further information about The Funding Network please visit www.thefundingnetwork.org.uk or read our [20th anniversary impact report](#).