



APPOINTMENT OF  
Communications Manager  
August  
2024



# Introduction

Together, we envision and work towards a world where *every person's potential is fulfilled.*

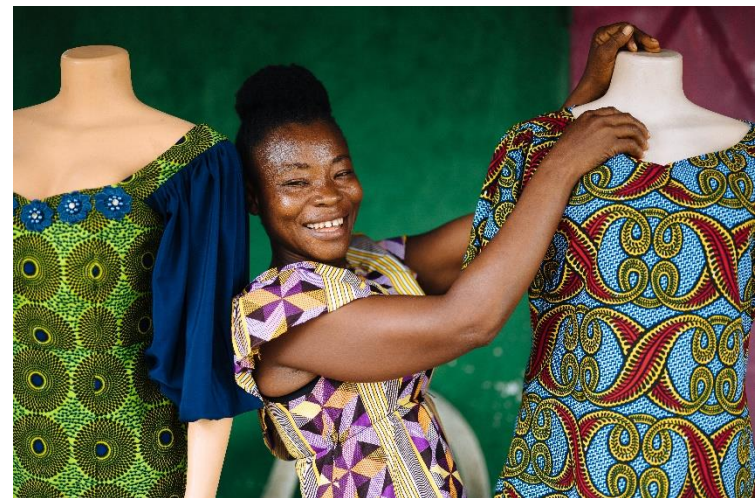
All We Can is an international development and relief organisation, working to see every person's potential fulfilled.

Y Care International supports local opportunities for vulnerable young people and their communities across the globe, to change lives for the better. Focused on serving the world's most marginalised communities, we are rooted in the Christian faith.

**Together, we work through partnership alongside our global neighbours most impacted by disasters, poverty and injustice to enable flourishing and resilient communities.**

From 1 September 2021, All We Can and Y Care International began a formal partnership – combining efforts to tackle poverty, inequality and injustice in some of the world's most vulnerable communities. We work as one organisational team, presenting as two unique brands, fulfilling two separate, but symbiotic, strategies.

*All employees are employed by All We Can to work as part of one organisational team, which serves and supports the work of two separately registered charities – All We Can and Y Care International. Every role in the team is required to respond and engage appropriately and as directed, in work addressing and meeting the charitable objectives and operational functions of both brands.*



# Communications Manager

## Job Description



**Location:** This role is contractually based in Central London; however, we currently operate a hybrid working model with regular whole team face to face meetings once a month and sub-team meetings also once a month. Person in this role however will be required to travel to London and other UK and international locations more frequently.

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**Purpose:** To collaboratively manage, co-ordinate and develop effective cross-channel communications, PR for All We Can and Y Care International, including faith-based audiences, growing engagement, awareness and income; and to play a full part in the Public Engagement Team (PET) leadership team, shaping and owning the direction, integrated working, and empowered culture. Additionally, this role engages and inspires supporters to contribute towards the organisations' mission, by crafting and sharing compelling narratives. This involves telling the stories of our partners with respect, highlighting their resilience and achievements, in line with our partnership approach. The Communications Manager showcases how community members are realising their potential, demonstrating the impact of All We Can and Y Care International's work in fostering sustainable development and positive change.

**Accountable to:** Executive Head of Philanthropy and Public Engagement  
**Accountable for:** Communications and Social Media Officer

### Relationships:

#### Internal:

- 1) All We Can team (in particular public engagement, finance, programmes and partnerships)
- 2) All We Can trustees

#### External:

- 1) Supporters, donors and enquirers:
  - Individuals, including church ministers and volunteer co-ordinators and speakers
  - Representatives of Churches, Circuits and Districts
  - Funding bodies (both private and public)
- 2) Representatives of overseas or UK partner organisations
- 3) Mailing and fulfilment houses
- 4) External digital agencies and contractors (e.g. photographers, videographers, graphic designers).
- 5) Methodist and YMCA Families & colleague equivalents
- 6) Global and sector networks and colleagues
- 7) Campaign and coalitions of which we are a part

## In this role, you will:

Develop and co-ordinate the **communications strategy for All We Can and YCare International through:**

- **Communications Strategy:** develop, manage, co-ordinate and implement effective cross-channel communications strategies for both charities, focused on acquiring and retaining supporters, engaging press and sharing the work of both charities' partners (including media and PR), managing comms-related workstreams with strategic partners like the Methodist Church in Britain (MCB) and the YMCA family.
- **Brand idea:** Find ways to frame and communicate All We Can and Y Care International's core idea – using this brand essence in creating a distinctive public personality, through communications in media and supporter communications. Contribute to the continuing development of All We Can and Y Care's overall brands and positioning.
- **Visual identity:** Ensuring All We Can and Y Care's visual identities and house-style guidelines, faith basis, approach and values are followed, including providing coaching and assistance to team members on how to interpret these for context.
- **Advice & training:** Provide ongoing support and advice on communications, PR and marketing to the rest of the organisation – and, as opportunities arise, providing training, templates, written guidelines.
- **Digital:** Lead and champion the digital agenda across our Public Engagement work, and also the use and value of data, helping to identify and instigate ways in which our work, and that of our partners, can benefit from digitization, technology and innovation as well as be informed by reliable and comprehensive data and research from networks and global partners.
- **Budget:** Manage and monitor the budget for all activities and expenditure in this area of responsibility, reporting and revising each quarter for every reforecast and develop and adapt new budgets annually and amend at each quarterly review. Ensure budget adherence and sign off with the Executive Head of Philanthropy and Public Engagement.
- **Operations Plans:** Author and edit operational plans in relation to this area of responsibility and input into master operations plans for the organisation. Proactively monitoring and reviewing operational plans regularly as well as when required for organisational review processes.

### Management of both brands

- Manage the All We Can and YCare brands, working with the wider team to understand brand response, collaboratively evolving the brands and providing guidance to the team as part of a 'collaborative co-ownership' of the brands.
- Use this brand essence as the unifier in creating distinctive public personality through communications in media and supporter communications.

### Supporter and corporate communications

- **Partnership:** Integrate the Partnership approach into the communications spectrum, across both charities.
- **Website:** Manage and work with the Communications and Social Media Officer to maintain the websites of both brands, content and strategy, creating and commissioning original content, coordinating input from other colleagues, partners, supporters and external agencies.
- **Corporate Communications Materials:** Produce and periodically update corporate communications materials (including corporate films, and the annual review) and other communications / presentations as required). This will require collaborative work with finance and external stakeholders.
- **Creative Process:** Use the creative process for development of all communication.
- **Communications Program:** Manage and be proactive in developing / improving All We Can's and Y Care International's offline and email communications, integrating these as appropriate and working closely with the Communications and Social Media Officer to ensure a digitally forward approach.
- **Emergencies:** Co-ordinate effective cross-channel communications, including communications updates for large grant makers (e.g. OPM) around any emergencies which All We Can and or YCare responds to. Work closely with the Emergency Response Group when emergencies occur to generate social media content, e-appeals and website updates.
- **Standard descriptors:** Ensure references to All We Can in handbooks, directories and on websites are kept up to date.



## Media and social media

- **Media & PR strategy:** Develop a media and PR strategy (as part of the wider communications strategy) and invest time in building relationships with key media contacts.
- **Press Releases:** Research, write and disseminate press releases and articles as required – finding unique angles and engaging hooks.
- **Social media:** Line-manage and support the Communications and Social Media Officer to grow All We Can's and YCare's social media presence which currently covers Facebook, Twitter, Instagram, LinkedIn, YouTube.

## Overseas Partners and Communities

- **Story pipeline:**
  - Work in collaboration with the Communications and Social Media Officer to ensure a supply of stories and information about All We Can's overseas partners is available for public engagement activities.
  - Organise, take part in and lead case study gathering partner visits, for UK team and/or local suppliers.
  - Oversee consent-gathering for visuals (stills and video) and interviews, and update consent policies and procedures as needed. Provide training to colleagues, partners and local media-gatherers.
  - Co-ordinate communications requests from across PET and the wider organisation, liaising with the Programmes and Partnerships Team to plan how to meet these needs, including through trips, training, and contact with partner organisations.

## Systems:

- Develop and manage systems and equipment to support effective communications, including managing All We Can's Media Library.
- **Compliance:**
  - Ensure GDPR and safeguarding compliant processes are maintained with the help of other team members.
  - Ensure compliance with All We Can's and Y Care's photo policies, and good practice in use of images and film
- **Capacity development:** Working with the programmes and partnerships team, occasionally to provide technical support through All We Can's and YCare's portfolio of partners as part of our 'organisational development approach' to partnership.
- **Working with acquisition & retention: current and new markets**
  - Contribute to the development and implementation, alongside other PET members, of an integrated acquisition and retention strategy and supporter journey for current and new markets, for All We Can and Y Care International.
  - Support the website development around new markets identified through research.
  - Alongside other PET members, sustain and grow digital community engagement in fulfilment of the individual-givers strategy.
  - Copywrite and help inform direct mailings as required by the Executive Head of Philanthropy and Public Engagement. Ensure collaborative, joined up thinking across co-owned projects. These will be written in the Communications team, with briefing from the Executive Head of Philanthropy and Public Engagement
  - The Communications Manager will input into and support / promote the Extraordinary Gifts platform and products, managed by the Retention Team, and working with the Communications and Social Media Officer on promotion.
- **Team Leadership and Management**
  - Serve as a member of the PET Team
  - Build, coach and develop the Communications team. Establish a culture of trust, appropriate push-back and innovation.
  - Manage team members in an empowered way, encouraging them to take calculated risks and make decisions themselves.
  - Invest in and build strong 'one team' thinking, for the Public Engagement acquisition team, within and as a core part of the wider Public Engagement Team. Provide leadership, direction and management support and development to direct line reports, including annual appraisals and regular catchups.
  - Task-manage colleagues, consultants and suppliers working on initiatives for which you are responsible.

- **Organisational and other responsibilities**

**Vision & Values:** A commitment to the vision, mission and values, of both charities and accepting of their brands and identities as international development, relief and advocacy organisations, actively engaged with the Methodist Church and YMCAs, respectively.

- Commitment to, and modelling of, the mission and values of our organisations, and acceptance of the unique purpose of each entity as an agency of international development and relief in our efforts to contribute to the end of poverty and injustice.

**Strategy:** A commitment to All We Can's strategy to engage with faith-based groups and churches in particular, as part of its collaborative approach to sustainable development.

**Organisational responsibilities**

- Attend and engage in team meetings, strategy meetings, Trustees' meetings and other meetings as appropriate and required
- Undertake any other reasonable duty consistent with the responsibilities of the post as requested by your line manager, the CEO or a member of the Core Leadership Team
- Ensure familiarity with and adhere to our organisational policies and procedures and keep informed of all cross departmental activities
- Contribute actively to the building of a positive and inclusive team culture, valuing and demonstrating principles of equality, diversity and inclusion, understanding of the faith basis on which our movements are founded, and a commitment to work and engage in a demonstrably relational way with other team members and stakeholders.
- Actively seek and adopt ways to innovate, adapt and flexibly approach obstacles to progress and increased impact in all we do.

# Communications Manager

## Person Specification

<b>To be successful in this role, you will need the following</b>
Demonstrated experience in developing, managing, and evaluating integrated multi-platform communications and campaign strategies
Background in strategic communications, campaigns, media, and stakeholder engagement, preferably in the charity sector. Experience in creating strategies on social media or other audience engagement tools
Proficient user of website content management systems. Proficiency in photography, videography and video editing
Strong experience in writing / editing fundraising copy targeting a range of audiences – including Christians
Ability to identify and bring complex issues to life through compelling storytelling
Leading successful marketing or communications campaigns, and facilitating colleagues teams managing areas of integrated campaigns
Website and email management, knowledge of Google Analytics, CRMs and email management systems.
Knowledge of fundraising strategies and donor relations
Excellent verbal and written communication skills. Proven written and editing skills
A seasoned understanding of church/Christian audiences across a range of denominations
Computer skills to include Microsoft Word, PowerPoint, Publisher, email and web editing
Ability to work on own initiative, as part of a small team
Ability to plan and manage time effectively, prioritising and balancing immediate and opportunistic tasks with longer-term priorities and projects
Commitment to All We Can and YCare International's vision, mission and values, and accepting of its identity as an international development, relief and advocacy organisation actively engaged with the Methodist Church
A commitment to All We Can and YCare International's strategy to engage with faith based groups and churches in particular, as part of its collaborative approach to sustainable development
Able to generate creative marketing and communications ideas and turn them into practical propositions
Sensitive to the complexities of cross-cultural communication, and able to relate partners in developing countries
An interest in international development issues
Willingness to sometimes work at evenings and weekends, and undertake regular travel to our focus countries
Practical understanding of All We Can/Y Care International values – Love, Collaboration and Integrity.
Ability to work based on trust and mutual accountability in mostly virtual environment.
Ability to work within the All We Can/Y Care culture and to willingness to contribute to it in a positive way.

# Communication Manager

## Terms and conditions

The terms and conditions of employment are outlined fully in the Employee Handbook but below is a summary of key points important at this stage.

**Terms of Appointment:** Permanent.

**Hours of Work:** A total of 35 hours per week, 5 days per week. Payment for overtime is not given but employees are entitled to time off in lieu by agreement.

**Starting salary:** £42,523 per annum

**Holiday Entitlement:** Holiday Entitlement: 25 days per annum, plus Bank Holidays and an extra three days at Christmas and New Year. Additional leave is also awarded after 2 years (3 days) and 5 years (2 days) continuous service (please note, holiday entitlement is pro-rata for a part-time post).

**Other Benefits:** Life Assurance, tax-free childcare scheme, Cycle to Work Scheme and Employee Assistance Programme, Confidential Counselling Service, Health Assured Scheme, Critical Illness/ Income Protection Insurance, TOIL, Volunteering Time Off Scheme, study leave, flexible working hours and working from home options (some limitations due to job roles may apply).

**Sick Pay:** Entitlement in accordance with All We Can/ Y Care' s terms and conditions of employment.

**Pension:** All We Can/ Y Care operates a contributory pension scheme, with a minimum contribution of 6% employer and 3% employee that all employees are eligible to join. Full details will be provided at the commencement of employment.

**Probationary Period:** Appointments are made subject to the satisfactory completion of a probationary period, normally six months (or trial period to be discussed)

**DBS (Disclosure and Barring Service):** The appointment is subject to a Disclosure and Barring check, please see application form for full details

**Season Ticket:** Season ticket loans are available after the satisfactory completion of the probationary period.

**Health and Safety:** The post holder will be subject to our Health and Safety policy.

**Equal Opportunities:** The post holder will be subject to our Equality, Diversity & Inclusion policy.

**Physical Conditions:** Working from home (a health and safety visit will be arranged during induction, to ensure the space is suitable for working).



# Application and recruitment process

Applications should be submitted via [our careers page](#) and must be received by no later than 9am on 2<sup>nd</sup> September 2024. Interviews will be held in the week commencing 9<sup>th</sup> September 2024. The process will also include completing a task.

## **Important note about completing your application – please read**

When submitting the application, you will be asked to submit your CV and answer four competency-based questions. There's no specified length for the answers and we ask you to use your judgment to balance between giving us as much information as needed and being succinct. Only applications that answer the questions will be considered. We'll not take into account answers which say 'Please see the CV'. The scoring is primary- based on the answers to the competency-based questions, so please ensure that you showcase your skills and experiences fully through those answers.

The successful candidate will be expected to take up the post as soon as is reasonably possible.

For enquiries/further details please contact: Joanna Sopylo-Firrisa at [j.sopylo-firrisa@allwecan.org.uk](mailto:j.sopylo-firrisa@allwecan.org.uk)

**All We Can & Y Care value people as individuals with diverse opinions, cultures, lifestyles and circumstances. We are committed to building a culturally diverse team and therefore encourage applications from a diverse range of candidates to help us reflect our world and the communities we work alongside.**

In the UK, All We Can & Y Care's colleagues and volunteers are expected to follow stringent Safeguarding Policy and Procedures and an enhanced DBS (Disclosure and Barring Service) disclosure is required for all relevant members of colleagues and volunteers. In addition, our organisation follows Safer Recruitment principles and guidelines for all posts where contact with children and/or adults at risk is possible – this includes a full application process, interviewing candidates, taking up and verifying two satisfactory references, verifying qualifications, identity checks, and a full DBS check. Since 2021 All We Can has also been a part of The Inter-Agency Misconduct Disclosure Scheme – a scheme initiated to address the issue of known sexual abusers moving within and between humanitarian development and aid agencies. The scheme ensures development and aid agencies can effectively work together to share misconduct data between recruiting organisations and previous employers.

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All We Can is the operating name of the Methodist Relief and Development Fund, a charity registered in England and Wales, number 291691.  
Y Care International is a charity registered in England and Wales Reg. No. 1109789, Company Reg. No. 3997006