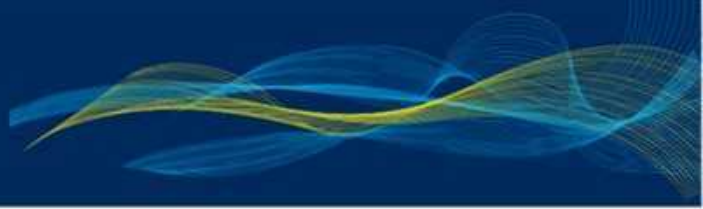


COMMUNICATIONS MANAGER

Recruitment Pack



Key information



Job Title:

Communications Manager

Reporting To:

CEO

Location:

Fully home based with travel required around Hampshire and the Isle of Wight

Hours:

Full time (37 hours per week) - part time negotiable

Salary:

£40,000 depending on experience



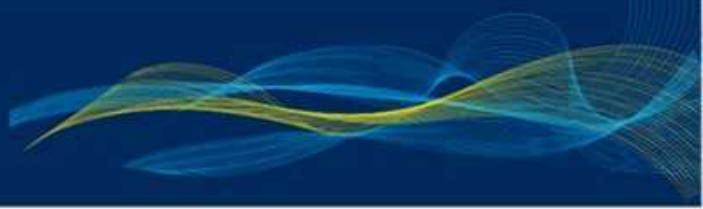
The Hampshire and Isle of Wight Community Foundation is an independent charitable foundation which connects local donors with local causes in Hampshire and the Isle of Wight. We are the largest charitable grant maker based in, and focused solely on, the region.

Our vision is for communities in Hampshire, Portsmouth, Southampton and the Isle of Wight to flourish. We enable positive social change within the poorest and most disadvantaged communities in Hampshire, Portsmouth, Southampton and the Isle of Wight by linking local giving to local need, through our professional grant making.

We help local communities to flourish by making charitable grants to effective community groups tackling poverty, disadvantage and inequality, when and where they can make a real difference. We provide a professional route for philanthropists, funders and donors to make a lasting impact with their generosity, through our endowment model.

All our funding is made under one of six “impact themes” – Poverty & Inequality, Flourishing Communities, Employability & Skills, Health & Wellbeing, Crime & Safety, and The Environment. Poverty & Inequality is the golden thread running through all our grant making.





This is an existing role which has the opportunity to build on an excellent strategy and recent brand development. The post is highly focused on supporting our philanthropy development, and so successful applicants are likely to have worked within or closely alongside a fundraising or development team.

The purpose of the role Communications Manager is to:

- Develop and deliver our communications strategy targeting our philanthropy audiences to help build our endowment funds
- Build our profile across the region with various media outlets (online, press and broadcast) and other external stakeholders, ensuring “HIWCF” becomes synonymous with Hampshire & Isle of Wight charitable giving
- Continue the development of our communications channels to ensure we reflect the diversity of the region, reach new audiences, and reflect our professionalism
- Ensure that community groups around the region are aware of our grants and programmes

We are looking for an experienced Communications Manager who can think strategically about using communications to enable our aspirations for growth, who can communicate compellingly to people of all backgrounds in all formats, and who can produce communications content and materials of an extremely high quality.

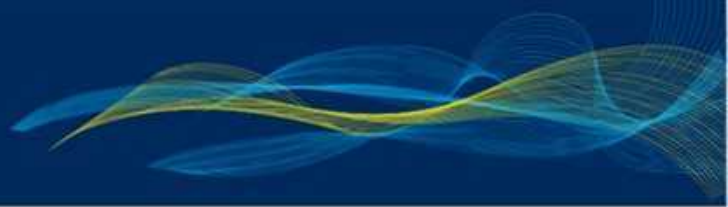




You will be joining a dynamic and friendly team, taking forward our communications work to enable our fundraising success, as well as supporting our purpose – grant making. You'll understand that great public communications are fundamental to success. You will be a talented storyteller, with proven writing skills and knowledge both of traditional and digital communications platforms. You'll have excellent communication skills and a natural understanding of how to develop excellent public facing media and communications content that speaks to vastly different audiences. You'll be a team player who is willing to get your hands dirty to ensure the team's overall success.

Key Tasks

- Delivering an already established communications strategy that supports our aspirations for financial growth and reaches our key target audiences
- Develop and maintain brand identity and profile across all media including crafting strong, targeted and clear messages about what we do and why
- Lead on planning, copywriting and production of all HIWCF marketing and comms materials and platforms
- Oversee the management of a case study and images database including managing consents
- Manage the website, including generating content, making improvements to functionality and monitoring its performance
- Develop relationships with journalists across all media and manage press relationships
- Manage the marketing and communications budget



Person Specification

- Personable and credible and able to liaise with equal ease with high profile people and beneficiaries of community groups
- Committed to and motivated by equity, diversity and inclusion
- Self-motivated and hard working
- Reliable, honest, tolerant, determined and well presented
- Able to travel around Hampshire and IOW when required

Essential skills

- Track record of delivering communications strategies using a wide range of channels
- Ability to produce content that can be purposed for many different formats and channels (eg video, long form case study etc)
- Experience of managing websites (WordPress) and the Microsoft suite of software, and able to confidently utilise any other software eg Meta, X, Mailchimp, CRMs etc
- Ability to produce high quality marketing materials in print using DTP software
- Excellent administrative skills and attention to detail, with the ability to develop and maintain internal systems to store information compliant with legislation (such as data protection rules) and good practice
- Excellent spoken and written English

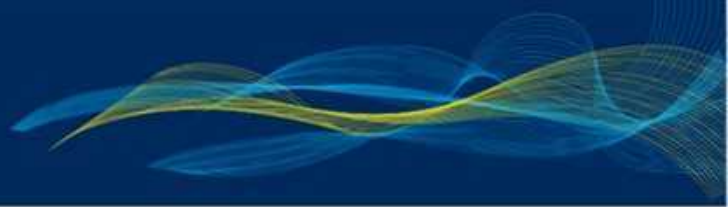


Desirable

- Track record of delivering communications strategies in the not for profit sector, that focus on philanthropy development across all channels, traditional and “new”
- Knowledge of the voluntary and community sector in Hampshire and the Isle of Wight
- Experience of proactive and reactive media relations and an understanding of how to shape the news agenda
- Experience using digital communication channels & tools for event management, email automations, social media and other web techniques and systems
- Experience developing, delivering and promoting events

Additional Requirements

- Must hold a UK driving licence and have access to a vehicle that is insured and can be used for work purposes. (Mileage is paid).
- Must be able to occasionally work outside of normal hours. (Time off in lieu is available).
- Although home based, the post holder must be able to travel away from home for full days regularly (this is normally planned with more than a week’s notice).



Salary

On appointment remuneration will be a gross full time salary up to £40,000 (pro rata if part time) for the most experienced candidate.

Probation Period

The post is subject to our standard six-month probationary period and is offered on a permanent contract. Four weeks' notice is required by either side to terminate the contract.

Pension

The successful candidate is welcome to apply to join the pension scheme after their six-month probationary period which has been deemed successful. HIWCF will contribute 5% as long as the employee contributes a minimum of 3%.

Hours

37 hours per week. Part time working will be considered.

Holidays

25 days a year of paid annual leave, pro rata if part time. In addition, three days holiday are given between Christmas and the New Year plus Public Holidays, but these do not form part of the annual leave provision.

Equal Opportunities

We select candidates and make appointments in line with our equity, diversity and inclusion policy.

Recruitment & Contact Details



- Apply by sending a CV and covering letter to Jo Dakin, Office Administrator on info@hiwcf.com. We will require a minimum of two suitable referees, one of whom must be your current or most recent line manager. (We will not contact them unless you are offered the role.)
- Please confirm in your application that you are eligible to work in the UK. If offered the role, you will be required to provide evidence of your eligibility.
- **Please apply as soon as possible as suitable candidates will be interviewed on a rolling basis. As soon as the role is appointed we will no longer accept new applications.**



www.hiwcf.org.uk



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