

Communications Manager

June 2024



Background

[Raise Your Hands](#) supports a platform of 16 exceptional small charities that improve the lives of children & young people around the UK.

We believe that small charities are specialists particularly well suited to helping children. They're well positioned in communities to understand challenges faced, to help those young people that are hardest to reach. These charities are the hidden gems; the unsung heroes you wouldn't come across otherwise.

We've helped improve the lives of 538,679 children and young people since 2015 and we're working to reach 1m by 2030.

Our model

We fundraise on behalf of the small charities on our platform, targeting donors that would normally be out of their reach. We do this by innovating in the fundraising space with a particular focus on corporate partnerships and pioneering events.

Through [Dot Impact](#) we help time-poor companies achieve their philanthropic objectives. We create bespoke social impact plans for the companies, where we provide access to our impact data, organise employee engagement and help companies to communicate to internal and external audiences with compelling content. We have a particular focus on finance companies in the asset management space. Donations currently range from £15k to £78k per year.

[Midnight Madness](#) is our flagship fundraising event. Aimed at the finance sector, players are very bright, highly competitive and seriously into solving puzzles. A fully immersive, overnight treasure hunt, it involves 50-60 actors and a series of impressive venues. This year, the event raised £770k.

How we're different

Raise Your Hands holds a unique position relative to much of the charity sector. Unlike many grant makers, we are actively fundraising ourselves. We don't want to cannibalise other small charities' income. This means seeking out new fundraising seams to mine.

This means that we think creatively and the onus is on us to think outside of the remit of conventional fundraising stereotypes. To that end, we've recently launched an innovation framework which means an exciting pipeline of new fundraising ideas.

When it comes to donors, we work a lot with corporates, in particular in the finance sector, and we aim to produce communications that cut through and offer a fresh voice in this space.

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The Role

This role would suit someone with a strong history of using the power of words to inspire positive action, an eye for solid design and experience of digital marketing to business audiences (either as part of a B2B or corporate fundraising programme).

Raise Your Hands has a focus on corporate partners but there is the opportunity to engage these audiences in a tone of voice that is independent and stands out.

The successful candidate will enjoy versatility and be able to embrace the freedom of a non-traditional approach, helping to test new ideas and taking inspiration and learning from within and beyond the charity sector.

Content creation

You'll be part of a 'department' of two; working closely with a Director of Communications and Development to manage RYH's comms.

This position is in part about creating compelling narratives and storytelling but also creating instructional content - guides, hints and tips - that will help our audiences do social impact better. It will require a broad range of copywriting skills, from punchy attention grabbing posts to long form content with an emphasis on distilling big concepts into digestible ideas and insight.

Dot Impact marketing push

To date RYH's income has grown mainly due to connections made by staff and trustees. A major focus for us is to implement a plan designed to bring in new companies. The key measure of success of this role will be new income from companies who find us because of the work you produce.

Currently, we focus this line of work on building engagement through LinkedIn. There is also a coordination and production element of this role which will require organisational and project management skills; coordinating other members of the team to contribute to content, seeking out opportunities with third-party titles, organising events or webinars.

Testing new fundraising ideas

Our 'R&D Lab' process will test new potential income streams using minimal viable products and pilots. You'll be producing marketing materials for these initial testing stages.

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Job Description

Content and assets

- Creation of high-quality, engaging content including:
 - Content for use on LinkedIn
 - Original articles, guides and long-form content marketing pieces
 - Website
 - Email newsletters
 - Social posts
 - Pitch decks, impact reporting and fundraising collateral
- Working with RYH charities to co-create new content where needed
- Production of marketing and fundraising collateral for Dot Impact (e.g. brochure, pitch decks)
- Production of marketing and fundraising collateral around Midnight Madness and any new events

Marketing activity

- Coordinating talks, events & webinars to engage new audiences
- Seeking out opportunities for 3rd party posts, articles, podcast appearances
- Curating the best of RYH charities' content

Donor pipeline and stewardship

- Working with Development & Partnerships Manager to produce content and assets that assist in lead generation and donor stewardship and support Dot Impact partners in communicating their social impact initiatives to their external and internal stakeholders
- Production of key reporting documents such as our annual Charity Insights report
- Production of marketing elements of piloting new fundraising product prototypes

Digital marketing

- Running some paid acquisition activity to drive new leads
- Optimising user journeys to maximise conversion
- Using Google Analytics and other digital tracking to monitor and optimise effectiveness

Person Specification

Essential

- Track record of successful communications management, from either the charity or commercial sector
- Understanding of the key principles behind engaging communications, how to influence and persuade, to create an emotive response
- Exceptional copywriting skills, with the ability to adapt and test different tones of voice
- Experience producing a range of styles of content from longer form to attention grabbing posts
- Experience managing digital channels in a professional setting - website, email, LinkedIn and other socials
- Comfortable using image editing software such as Canva

Desirable

- An understanding of the charity sector, the challenges specific to it and fundraising channels
- Experience running paid advertising campaigns on LinkedIn or Meta and tracking using Google Analytics
- Experience of using a CRM to track customer or donor engagement, such as Salesforce

Core competencies

- Engaging writing style
- Able to present ideas clearly using visual formats
- Strong organisational skills
- Creative and adaptable
- Self motivated and energetic

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The Details

Salary- £33,000-36,000 FTE pro rata

Hours - Between 21 hours (0.6 FTE) and 28 hours (0.8 FTE)

Flexibility- We are committed to a healthy work-life balance and are truly flexible in our working culture. We will consider job share, compressed hours and flexible hours.

This role can be based anywhere. You will need to be able to attend monthly in-person meetings in London.

Leave- 25 days holiday (excluding bank holidays) rising to 30 days with long service (pro-rata to part-time hours)

Pension- 2% contribution to pension scheme

Team- The new RYH team structure will be made up of five members of staff:

- Director (0.75 FTE) - Slaney Wright
- Co-founder and Income Generation Lead (0.15 FTE) - Ed Wethered
- Director of Communications & Development (0.8-1.0 FTE) - TBC
- Communications Manager - (0.6-0.8 FTE) - TBC
- Development & Partnerships Manager (0.75 FTE) - Madelaine Jones

How to apply

Please send CV and a supporting statement that describes how you meet the person specification (no more than two sides of A4) to info@raiseyourhands.org.uk

To arrange an informal chat about the role, please email slaney@raiseyourhands.org.uk

Deadline: 10am on Monday 24th June

Interviews: TBC. At some point between 27th June and 3rd July.