

Director of Comms and Development

June 2024



Are you up for something really different? RYH is not like other charities or grantmakers. Comms and marketing is not a bolt-on to operations, it's the driving force of what we do as an organisation.

RYH exists to innovate in the philanthropic space. We act as a conduit between exceptional small charities that change young lives and companies/people who want a different experience of giving.

As Director of Comms and Development, you'll be playing a critical role in a small organisation that punches above its weight in terms of impact. We've donated more than £2m to date and helped improve the lives of 538,679 children and young people since 2015. We're working to reach 1m by 2030.

You'll shape our marketing and comms strategy - conceiving, implementing and testing ways to both attract and retain companies and donors.

The role offers a high level of flexibility and a chance to work within a truly innovative and dynamic non-profit organisation.

What RYH does

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

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.

We work a lot with the finance sector, and we aim to produce communications that cut through and offer a fresh voice in this space.

Requirements

We're looking for an experienced senior marketer from a B2B or charity corporate fundraising context who will embrace non-traditional approaches and test new ideas. Drawing inspiration from both within and beyond the charity sector, you'll take our marketing strategy to the next level.

This role would suit someone who believes in the power of words to inspire positive action and has an eye for solid design principles.

The successful candidate will enjoy versatility and the creativity that comes from working in a small team with big ambitions.

Background

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

Our model

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 £760k.

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.

The Role

There are three main areas the role will cover:

Corporate (Dot Impact) marketing push

The role owns our existing B2B marketing strategy. You will be evaluating and adjusting your approach based on feedback mechanisms that you will implement.

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 do.

Management of communications

You'll be part of a 'department' of two; working closely with a Communications Manager who will be supporting on content creation.

The role is suited to someone who understands how to make complex propositions engaging, what channel to use when and how to develop messaging that is compelling to niche audiences. This could suit someone used to leading on charity fundraising comms or running commercial B2B marketing.

Testing new fundraising ideas

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

There is a production element of this part of the role which will require organisational and project management skills.

Job Description

Strategy

- Lead on meeting the relevant organisational objectives in RYH Strategic Plan
- Shape overall messaging and brand development
- Coordinate strategic content planning and campaign management
- Editorial oversight of digital assets, copy, design and brand
- Track and measure the effectiveness of marketing efforts, optimise and make data-driven decisions to improve performance

Digital marketing and campaign management

- Deliver on existing Dot Impact Marketing Plan and develop it further
- Test new ideas for multi-channel marketing strategies
- Manage a lean budget and pivot fast if things don't work
- Use ABM approach - identify high-value prospects and increase the relevance and effectiveness of marketing efforts that target them
- Work with Partnerships Manager to manage lead generation and donor stewardship

Content and assets

- Ensure consistent tone-of-voice and messaging across all channels
- Oversee the creation of high-quality, engaging content production including:
 - Original articles and long-form content marketing pieces
 - Website
 - Email newsletters
 - Social posts
 - Pitch decks, impact reporting and fundraising collateral
- Apply user-experience design principles across the board
- Optimise for search engines, social media engagement and donor conversion

Fundraising product development

- Lead on testing the viability of potential fundraising products, such as new events for companies or stewardship packages for major donors
- Work with the Founder to pilot prototypes and assess their efficacy

Person Specification

Essential

- Track record of successful B2B marketing/communications work, from either the commercial or charity sector
- Deep understanding of the key principles behind digital and content marketing as well as B2B and ABM marketing (or charity equivalent)
- Exceptional copywriting skills and design principles
- Strong CRM data management and analysis skills
- Up-to-date knowledge of digital including SEO, PPC, email marketing and social media optimisation
- Project management/production skills
- Experience of managing a lean department budget

Desirable

- An understanding of the charity sector, the challenges specific to it
- Experience of relationship-based fundraising channels such as regular giving, philanthropy and corporate partnerships
- UX design experience
- Experience of line-management within a remote organisation
- Experience of working in a small team
- Understanding of data protection compliance and cyber security

Core competencies

- Ambitious and positive
- Creative and adaptable
- Forward thinking and strategic
- Self motivated and energetic

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The Details

Salary- £45,000-£49,000 FTE depending on candidate

Hours - Between 28 hours (0.8 FTE) and 35 hours (1.0 FTE) depending on candidate

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) - This role
- Communications Manager - (0.6-0.8 FTE) - new role - not yet filled
- Development & Partnerships Manager (0.75 FTE) - Madelaine Jones

How to apply

Please send CV and a supporting statement that describes how you meet the essential elements of 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 2024

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