



# Recruitment pack

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## Senior PR and Communications Officer

Thank you for your interest in joining our team at Cranfield Trust. If you haven't already heard of us, we're the charity that other charities come to for pro bono management advice, training and professional support. We provide essential capacity building support to thousands of welfare charities every year to empower them with skills and confidence to thrive. Our support has never been more needed as charity leaders face the challenges of the cost of living crisis, following the pandemic, and work to meet the needs of some of the most vulnerable people in our communities.

Cranfield Trust is at an exciting stage of its development, as we explore opportunities to share the knowledge and insights we gain from working with hundreds of charities a year, as well as developing a management training programme to develop the skills of sector leaders and managers. Communications will be essential to achieving these aims, and we also want to position the Trust positively with funders and other stakeholders, to engage them in supporting our ambitious plans.

This year is our 35th anniversary and as we mark this milestone we remain committed to doing all we can to sustain and build vital charity services, supporting them to change the lives of their beneficiaries. I look forward to welcoming new colleagues to our team, to help us achieve more for our charity clients and for the wider voluntary sector.



**Amanda Tincknell CBE**  
**Chief Executive**

*Amanda Tincknell*

I've now been at Cranfield Trust for just over two years and we've had lots of opportunities to introduce new creative communications and marketing, rolled out new branding, ramped up our social media presence and have started to build some good sector media contacts. But there's lots more to do and that's where you come in!

We are looking for someone who understands exactly what makes a great story and has strong skills in collecting and curating all the component parts. We need you to be an excellent writer and understand how to create content and copy of the highest quality, for use across a range of digital and media platforms.

Your content creation skills will be key, as you develop engaging content that captures attention and builds brand awareness across the sector and with stakeholders. You'll have access to a wealth of insight and data from across the Trust to draw upon.

By working with us, you have the opportunity to make a big impact in the third sector, really making a difference to thousands more charities and the most vulnerable people in our society.

I really look forward to hearing from you and please do contact me if you would like to discuss the role.



**Laura Cadd**  
**Head of Communications  
and Insight**

Cranfield Trust is the UK's leading provider of pro bono management support to the voluntary sector. We're an independent charity, focused on welfare causes, and have a track record of supporting UK-based charities and non-profit organisations who in turn support the most vulnerable people in our communities. This year we're proud to be celebrating our 35th anniversary. We work with 1,400 highly skilled commercial sector volunteers and our funders and donors, to provide high value, independent services and advice to charities across the UK.

We offer a range of management services to help build successful charities, including pro bono [Management Consultancy](#), [Mentoring](#) for charity leaders and managers, peer to peer support groups, [webinars](#) and [online resources](#) on a range of management topics. We have already exceeded our targets for consultancy and mentoring assignments this year due to high demand from charity leaders as they face challenges like never before.

Our vision is for strong and effective charities that change lives and our society. We are driven by our values; they are what make us unique and shape everything we do:

- We care and connect
- We learn and lead
- We focus on impact
- We meet the moment
- We raise the bar

### **2023-26 Strategy**

Over the past five years, Cranfield Trust has more than doubled in size - in terms of the number of charities we support. We have a strong and growing reputation, and are respected for the high calibre of support we provide, through our amazing volunteers and staff team across the country.

Over the next three years, we will build on our strong foundations - excellent services, successful fundraising, strong volunteer recruitment and effective management - we will use our insight effectively and explore the development of a management training programme. This will help to provide vital services and support for organisations and leaders at a time when welfare charities have never been needed more.

Achieving Cranfield Trust's three-year strategy requires us to build our team and increase our fundraising activity. As an independent charity, we fundraise to meet 100% of our organisational expenditure. As well as fundraising for core support from funders and donors, we regularly work in partnership with national, regional and local funders to offer grant-funded programmes of support for their grantees and charities within their remit.

We are looking for an experienced Senior PR and Communications Officer with excellent writing skills and an eye for a good story. In this role you will help to shape the PR and media plan, creating compelling content to generate media interest and for our digital channels to give Cranfield Trust a stronger voice in the sector and with stakeholders.

Reporting to the Head of Communications and Insight, and working alongside the Senior Marketing and Communications Officer, you will have responsibility for reviewing data and generating insight from across our services and conversations with charities to create content for reports and media stories. You will also create PR opportunities with our Regional Managers and the charities we support.

You will have the opportunity to help shape our communications plans, priorities and the way we work in our team, and to have a big impact with the hundreds of charities the Trust supports every year.

**Your main responsibilities will include:**

- Developing and delivering the PR and media plan, identifying proactive and responsive opportunities to raise the profile of Cranfield Trust and position the Trust as a thought leader in the third sector
- Creating and writing news releases, editorial copy and case studies for local print and broadcast media, trade publications and consumer media, socials and website to promote Cranfield Trust, the charities it supports and its volunteers, and build proactive media relationships
- Reviewing insight and data and generating insight from across our services to create regular insight reports, content for thought pieces and for the website and social media
- Working with the Fundraising Team, to shape and deliver fundraising campaigns to increase the Trusts income and to support the development of donor and supporter communications
- Reporting on and evaluating your PR and communications activity, creating new ideas to widen reach and drive success

Your content creation skills will be key, as you develop engaging content that captures attention and builds brand awareness. You will have exceptional writing skills to create compelling content, news releases, thought pieces and features for use in the media and on the Trust's website. You will have worked across social media, including X/Twitter, Facebook and LinkedIn, as well different website platforms. You will manage social media engagement, identifying and engaging with opinion formers and influencers to increase reach and deliver online activity during awareness days/weeks.

You will be creative in your ideas, have a 'can do' approach and be very good at working on your own initiative to deliver agreed plans. You'll be happy to pick up the phone or to meet people both in person and online to explore ideas and build relationships. It's important for us to report on our reach and successes, as well as to inform our future work, so monitoring and evaluation will be an essential part of this role.

You will have experience of working in a similar role and will now be ready to have a greater impact across the third sector, by working beyond just one charitable cause. You may have transferrable PR and communications skills from another sector and would now like to work in a charity and team that are really helping to support the most vulnerable in society.

If you're ready to help us meet the challenge and join us at this exciting time, please do get in touch. This is a hybrid role, with time divided between our Head Office in Romsey and your home, with occasional attendance at in-person meetings and events as required by the role.

**Closing date for applications: Wednesday 23 October, 5pm**

**Full or part time, up to 37.5 hours per week** (to be agreed with the candidate)

**Hybrid working** with office-based (Romsey) and home-based (Flexibility with the location of this role for exceptional candidates)

**Salary: FTE £30,000 per annum pro rata**

If you are interested in joining us, please send a CV and a cover letter, which should outline why the role is of interest to you and your suitability as a candidate for the role. Please send this by email to [recruitment@cranfieldtrust.org](mailto:recruitment@cranfieldtrust.org) no later than **5pm, Wednesday 23 October**. For ease of reference, please write your name and the job role you are applying for in the subject line of your email.

First-round interviews are expected to take place in the week commencing 4 November 2024 but we may begin scheduling interviews before the closing date of the recruitment round on receipt of applications from strong candidates.

To discuss the post informally, please contact Laura Cadd, Head of Communications and Insight on [recruitment@cranfieldtrust.org](mailto:recruitment@cranfieldtrust.org) and we'll set up a time for a discussion.

Cranfield Trust is an Equal Opportunities employer and seeks to ensure equality of treatment for all persons regardless of ethnicity, gender, age, marital status, disability, religion, sexual orientation, or economic status. Our current team come from a range of different backgrounds with broad lived experiences and they support charities across England, Scotland and Wales working with diverse communities. We are seeking passionate people from a range of backgrounds to apply for this position and actively encourage applications from any race, age, gender, background or religion.

### **Summary of terms and conditions of employment**

**Hours of work:** The post holder will be employed full or part-time on contractual hours to be discussed and agreed between the successful candidate and the Head of Communications and Insight.

**Salary:** £30,000 per annum pro rata, plus 3% employer pension contribution

**Location:** Hybrid working with office and home working, some travel may be required for business purposes

**Annual leave:** Annual entitlement of 33 days (on a pro rata basis for part-time staff) inclusive of Bank/Public Holidays. The office is closed during the Christmas break and annual leave must be taken during this time

**Probationary period:** There will be a three-month probationary period.

**Policies and procedures:** We have policies designed to ensure the safety and well-being of both workers and volunteers e.g. health and safety.

## Senior PR and Communications Officer

**Reports to:** Head of Communications and Insight

**Main purpose of role:** To drive PR and the creation of compelling content to build brand awareness and influence, give Cranfield Trust a strong voice in the sector and generate stakeholder support and engagement.

### Key objectives

- To build and maintain the profile and reputation of Cranfield Trust
- To position Cranfield Trust as a thought leader within the third sector
- To raise the profile of Cranfield Trust through creative and innovative news and feature content, drawn from insight from across the Trust
- To co-ordinate, write, edit, design and publish content for a range of communications channels (website, social media, newsletters, media)
- To support the Fundraising Team with developing and delivering fundraising campaigns and materials to help increase the Trust's income

### Key responsibilities

#### PR and media relations

- 1.1) Seek out and deliver media and PR opportunities to raise the profile of Cranfield Trust and position the Trust as a thought leader in the third sector
- 1.2) Working with the Head of Communications and Insight create a forward features list and plan for media opportunities and contribute to team plan with ideas
- 1.3) Research, collate and analyse data, developing insight from a variety of internal and external sources to identify and create content including news stories, insight features, thought pieces and wider PR opportunities
- 1.4) Create and write news releases, editorial copy and case studies for local print and broadcast media, trade publications and consumer media to promote Cranfield Trust, the charities it supports and its volunteers
- 1.5) Respond to reactive and organic media enquiries and proactively contact media to discuss news and feature stories and nurture strong media relationships
- 1.6) Contribute to building and maintaining Cranfield Trust's media management database, evaluating and analysing media activity to manage relationships and inform future activity
- 1.7) Liaise with Operations team, including Regional Managers and volunteers across the country, and regularly review the CRM database to identify good news stories to share on social media, website and in news stories
- 1.8) Create videos and capture photos to market out work and maintain library of images that reflect the brand, commissioning photography when required and as appropriate
- 1.9) To create content for the Trust's e-newsletters, sourcing and editing content and distribution



## Digital communication

2.1) Write and schedule social media posts across the Trust's social media channels and be proactive in sourcing and adding social content

2.2) Manage social media engagement and play an active role supporting relevant awareness days and weeks e.g. Volunteer Week

2.3) Monitor sector influencers online and flag opportunities for the Trust to respond to the conversations

2.4 ) Source, edit and format new content and learning resources for the website, including news articles, blogs, case studies and videos, ensuring consistency in brand and tone of voice

## Supporting service delivery functions (operations and fundraising)

3.1) Working with the wider Communications Team and Fundraising Teams to identify, create and deliver fundraising campaigns to help increase the Trust's income

3.2) Support Fundraising with the development of donor and supporter communications plus materials to promote specific fundraising campaigns and initiatives

3.3) Deliver communications tasks associated with Cranfield Trust special projects, specifically managing social media, web and newsletter elements

3.4) Attendance at events to offer communication and media support, working with external providers such as photographers and videographers

3.5) Support regional staff to create media opportunities for local projects & partnerships

3.6) Support the delivery of a series of learning events annually across the UK, as required

## Monitor impact

4.1) Monitor themes and trends in the third sector to inform messages and content

4.2) Monitor and evaluate media and social media reach and engagement, providing regular reports and adapting plans, as required

## Compliance

5.1) Ensure all communications policies and procedures are in place and kept up to date

5.2) Monitor changes to related legislation and take action to ensure the Trust remains compliant with the law e.g. PECR, GDPR

5.3) Follow Cranfield Trust's policy, procedures and performance expectations

5.4) Operate within Charity Law, Data Protection legislation and best practice

<p><b>Knowledge and experience</b></p> <ul style="list-style-type: none"> <li>• Strong, demonstrable knowledge of communication and PR and/or journalism practices and techniques</li> <li>• Good understanding of what makes a story newsworthy and how best to target media to create interest, including a knowledge of media timings and processes</li> <li>• Experience of using customer relationship management/media management databases and media monitoring and evaluation</li> </ul>	<p>E E D</p>
<p><b>Skills and competencies</b></p> <ul style="list-style-type: none"> <li>• Outstanding written and verbal communication skills</li> <li>• Ability to create content from complex research, insight data and reports to create releases, features and reports</li> <li>• Able to develop and deliver creative campaigns to inform, influence and raise awareness</li> <li>• Experience of working with fundraising teams to develop campaigns to increase income, and development of donor and supporter communications</li> <li>• A working knowledge of using systems to support delivery of your work, including: Adobe Creative Cloud and/ or Canva, Eventbrite, Mailchimp or similar distribution platform, website platforms, survey tools like Survey Monkey, and Hootsuite or similar scheduling tool</li> <li>• Extensive experience of delivering digital communications across the range of social media channels and websites, with responsibility for creating, scheduling and posting content to raise profile and build reputation</li> <li>• Able to prioritise and manage multiple projects, take responsibility and initiative, and work well under pressure and to agreed deadlines</li> <li>• Ability to monitor and provide analysis to evaluate successful areas of work and apply this learning to delivery of your work</li> <li>• Excellent copy writing, copy-editing skills and proofreading skills</li> <li>• Able to persuade and work productively at all levels to find suitable solutions</li> </ul>	<p>E E D  E  E E E E E E</p>

<p><b>Attitudes and behaviours</b></p> <ul style="list-style-type: none"> <li>• Strong interest in and passion for the work of the voluntary sector and the mission and vision of Cranfield Trust</li> <li>• Strong affinity with our values, ensuring that actions, decisions and behaviours are consistently aligned</li> <li>• Desire to work co-operatively and flexibly with all team members (many of whom work part time and to different working patterns across the week) and willing to assist colleagues when needed to support the wider goals of the Trust</li> <li>• Confident and comfortable to speak on the phone, in online meetings and in-person meetings</li> <li>• Strives for continuous improvement and professional development</li> <li>• Willing to work flexibility to meet demands of the role, including occasional evenings, weekend working, attendance at events</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
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