

# Job Title: Marketing, PR & Communications Manager

Based: FSI Central London Office

Line Manager: FSI Director



## Context and Background:

The FSI vision is of a world where everyone is valued, encouraged and given the opportunities to reach their full potential

Our values are Empathy; Respect; Energy; Excellence; Persistence and Sense of the Possible

Strategies:

1. Help create a world filled with independent, effective and accountable small charities with the belief, passion and capacity to achieve their objectives.
2. Gather together, through whatever means, the ideas and creative solutions that will actively improve society and share the learning

To deliver against Strategy 1 we will implement the following sub strategies:

- Deliver a balanced suite of learning and capacity-building services that meet the needs of and can be easily accessed by small charities.
- Represent the views and press home the issues of small charities to leverage their voices to influence policy and achieve social change
- Actively encourage and support SMART PHILANTHROPY in charities through the creation of virtual and physical networks that support charities to increase their capacity to meet their objectives.
- Work as a partner to selected charities guiding them towards a more sustainable operating base
- Develop co-operative working relationships with other organisations supporting the small charity sector.
- Offer financial support to individuals/groups/charities at the visionary or emerging stage of their lives to complement and underpin the capacity building support offered.

To deliver against Strategy 2 we will implement the following sub strategies:

- Create a space where social entrepreneurs can contribute to the debate on social improvement agendas
- Undertake research into areas that will inform the debate on social improvement
- Campaign to improve society

## Role

The role of marketing & communications manager is to support the development and delivery and of the aims and objectives of the FSI. The appointed candidate will be responsible for delivering an effective FSI communications strategy, through both traditional and digital marketing and PR activities, to raise the profile of the organisation, maximise the potential of all FSI activities and enhance the success of fundraising initiatives.

As part of the FSI team you will input into the strategic development of the FSI.

The marketing and communications Manager will be specifically responsible for:

- Development and delivery of an agreed marketing, PR and communications strategy, delivery plans, standards and evaluation.
- Ensuring that all communication, internal and external, is of an appropriate high standard, and consistent with FSI's brand and key messages.
- To work effectively across the organisation in promoting communications work, policies, campaigns and brand guidelines.

Key tasks:

- To work with the FSI Director to continually develop, deliver and evaluate a communication programme to support the current and future business objectives of then organisation.
- To build the FSI brand and increase public awareness of our brand year on year.
- To develop new ideas and creative approaches to communication messages, within a clear brand framework, in order to influence and secure the support of key FSI stakeholders (e.g. supporters, donors, partners, the Third Sector in it's entirety, charities – large and small, media, suppliers, policy makers) as outlined by the organisational strategy and key objectives
- To regularly secure editorial space, digital and printed, promoting the variety of FSI activities and skills in local, regional and national media, trade press and other relevant publications and channels.
- To share key messages with colleagues across the team, providing media training as required and preparing them to respond to media interest and requests appropriately.
- To be the first point of call for all media enquiries, responding to requests for journalists quickly and accurately to ensure the maximisation of every opportunity.
- To undertake market research as necessary, to identify new promotional opportunities in order to provide topical Press releases and new stories to raise awareness and support for The FSI.
- To stay abreast of the latest developments, best practice and learning across the sector so that this can be incorporated into all FSI material and activities
- Raise awareness of the charity and its work, at both a local and national level - this may involve giving talks to groups, attending conferences, networking or dealing with the media
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## Publications/website

- To be responsible for the production of all internal and external print and electronic materials such as promotional literature, research and reports, sponsorship packages, annual impact report, electronic mailings and newsletters, web-based blogs, campaign materials, news updates etc.
- To ensure that all material is on brand and consistent with current FSI strategies and objectives.

## General

- Deliver against agreed key performance indicators for this role and financial targets as set out in the Business Plan, delivering all projects within budget and in a charity-sensitive manner.
- Support FSI projects across the spectrum of FSI activities for small charities, including attendance at occasional evening and weekend events.

## **Key Relationships**

### Key Relationships – Internal

- As the FSI Marketing & Communications Manager you will report to the FSI Director.
- You will work closely with all FSI colleagues to implement marketing, PR and communication initiatives that respond to and support the aims and objectives of each project area and activity.
- You will engage with staff at all levels to ensure the quality, focus and timing of marketing, PR and communications activity.

The FSI operates according to a teamwork ethos, whereby we share our skills and experiences across the organisation to maximise our potential and achieve our objectives collectively. As such, you will work closely and cooperatively with all members of the FSI team.

Our offices are based within A4E and we are supported by and work very closely with their chair and staff team. As such, all FSI staff are required to develop and maintain positive, working relationships with this group.

### Key Relationships – External

- The post holder will be required to establish and maintain positive and productive relationships with key FSI donors and supporters, beneficiaries, partners, key clients and suppliers. This is by no means a definitive list as we anticipate that your external relationships will be extensive and frequent.
- Media liaison – local, regional and national, traditional and digital
- Agencies and suppliers providing marketing or PR support to FSI on a paid or pro bono basis

## **Person Specification**

### Essential

Ability to understand and commit to furthering the aims of the FSI

1. Good experience and skills gained in a communications/marketing/PR environment
2. Excellent communication skills both verbal and written with an ability to interpret and present complex messages and information to diverse audiences at all levels
3. Good knowledge of publishing processes, including liaising with designers and printers
4. Experience of developing contacts and building relationships with journalists
5. Experience of developing and implementing marketing campaigns and strategies
6. Highly developed interpersonal skills with experience of forming and maintaining high level networks with a range of stakeholders and an enhanced ability to network effectively
7. The ability to negotiate with others to achieve objectives, whilst maintaining good working relationships
8. Diplomacy and discretion and the ability to manage confidential information
9. Proven ability to work as a team member to achieve goals in effective co-operation
10. Commitment to continued learning
11. Ability to demonstrate initiative and have a creative approach to problem solving
12. Excellent organisational skills and the ability to manage conflicting situations and priorities with tight deadlines
13. Excellent IT skills and ability to be administratively self-servicing.

### Desirable

14. Educated to degree level, or other relevant qualification
15. Good knowledge of the Third Sector or willingness to learn about it
16. Public speaking and presentation skills

Although the core duties are set out within the Job Description, a flexible approach to work is essential. The Marketing & Communications Manager may be required to adapt his\her working style to take account of changes to working practices.

### **The candidate**

- ⇒ To give you an idea of the sort of candidate we are looking for, we anticipate that the ideal candidate for this role is most likely to have:
- ⇒ Previously been a Senior Communications, Marketing and/or PR Officer

⇒ Previously held a similar role and the same management level

November 2009