

Communications and Marketing Coordinator

Full time 37.5 hours per week, 12 month fixed term contract, Salary £24,000 - £26,000 (depending on experience)

Accountable to: Head of Philanthropy and Programmes

Priorities of the post will be based on the Business Plan priorities and targets for the Foundation.

Key Relationships:

Chief Executive, Staff in the Philanthropy Team, Communications and Marketing Consultant, Staff in the Grants Team, Finance Manager, South Yorkshire Funding Advice Bureau (SYFAB) Team, Business Support Manager, volunteers and interns, trustees, external partners e.g local and national press, communications' organisations and stakeholders, South Yorkshire Giving Network (SYGN) members and donors.

Job Purpose:

To support and administer the Foundation's Marketing and Communications Strategy to raise the profile of South Yorkshire's Community Foundation (SYCF) through the full range of marketing, media, digital technologies, and communications channels in order to support the Foundation's ambitious strategy and ambitious targets for growth and development. Ensure effective communications with our donor and stakeholder base.

Key Responsibilities:

1) Marketing

- a) Support the Communications and Marketing Consultant to maintain and develop a coherent brand identity for South Yorkshire Community Foundation Ltd. (SYCF).
- b) Support the Communications and Marketing Consultant on the design and content on all online and offline marketing materials and communication tools, including for the SYCF website, annual review, newsletters, research reports and other publications.
- c) Support the Communications and Marketing Consultant to provide overall marketing support to the philanthropy development team focusing on the following key audiences.
 - High net worth individuals and families
 - Professional advisors
 - Charitable trusts and other grant making bodies.
 - Local owner-managed and family-owned companies
- d) Work with the wider staff team members to support the Communications and Marketing Consultant to develop and implement a marketing strategy to attract referrals of donors, legacies from professional advisors and inclusive access by community groups and other stakeholders.
- e) Support the marketing of the South Yorkshire Giving Network (SYGN) initiative with the Philanthropy Coordinator and future similar schemes to achieve income targets and KPIs.



- f) Support, maintain, and update the SYCF website making sure it is inspiring, accurate/up to date and informative.
- g) Develop and maintain the SYCF photo library

2) Communications

- a) Distribute news releases.
- b) Maintain a database of contacts for press releases, content and articles.
- c) Support the Communications and Marketing Consultant with the Foundation's social media activity.
- d) Support the Communications and Marketing Consultant with the marketing and communications projects as required.
- e) Support the Communications and Marketing Consultant, Grants and Partnerships Manager and the grant-making team to identify and communicate local community needs and to promote grant programmes as required.
- f) Distribute and communicate our successes to, internal and external stakeholders including trustees, ambassadors, funders, supporters and intermediaries.
- g) Support the Communications and Marketing Consultant on support and publicity during appeals and other public campaigns.
- h) Attend the UK Community Foundations (UKCF) Marcomms Meetings.

3) Events

- a) Work with the CEO, Communications and Marketing Consultant and Philanthropy team members to organise fund development events and activities, to maximise attendance and increase their appeal to new and existing audiences, and,
- b) Specific Foundation events, e.g., the High Sheriff Reception, SYGN, Professional Adviser events, public meetings, and others, as required.

4) General - to include:

- a) To play an active role in the UKCF network marketing and communications meetings to learn from best practice and to benefit from national initiatives.
- b) Use computer equipment and software for administrative and communication duties including Canva, new website CMS, Microsoft Office, online communications, and the Salesforce Database.
- c) Disseminate good practice from the UKCF Network to the SYCF team.
- d) To work as part of the SYCF team to assist with general tasks including events.
- e) Carry out other duties appropriate to the role as may be delegated by the Head of Philanthropy and Programmes.



Person Specification:

Essential criteria

Experience
Track record (paid or unpaid) in a communications role.
Delivery of a broad range of communications activities in digital and print media and using different channels.
Delivery of communications activities to targets and deadlines.
High level of awareness and commitment to the need to combat social exclusion, racial and other forms of discrimination.
Experience of making presentations at conferences, seminars, internally to trustees, volunteers etc.
Project management experience.
Experience of developing and maintaining social media platforms.

Skills
Flexible approach and visible team player, confident and able to influence.
Excellent communications skills, in particular writing and creating engaging content for web, social media, and print.
Highly organised, capable of juggling projects and activities, delivering a plan and responding swiftly to circumstances when required.
Able to work under pressure whilst maintaining quality standards.
Excellent computer and administration skills; need to be largely self-servicing with experience of Word, Canva or comparable database, Excel, Publisher and databases, e.g. Salesforce.
Highly motivated with enthusiasm and determination.
A creative person with strong initiative.



Knowledge
Understanding the needs of local community and volunteer sector.
Understanding of GDPR requirements regarding personal data collection and processing.

Other
Able to travel across South Yorkshire.
To be flexible with working hours and happy to work outside of office hours including weekends if required.

Desirable
Experience of event management.
Experience of networking with a range of stakeholders.
Design of promotional materials for print.

Salary and Conditions:

- The post is full time, 37.5 hours normally within office hours, but occasional evening work is necessary. Salary £24,000 - £26,000 (depending on experience)

Team communications and reporting

- No team member works in a vacuum and it is essential that you communicate your needs to other team members and liaise with them where information needs to be shared
- There are regular reporting needs ad hoc, monthly, quarterly and annually and it is your responsibility to provide timely and accurate information to team members where required
- We all work within the framework of our values

Office Maintenance

- Always using Salesforce and other internal systems as agreed, keeping them up to date and accurate
- Take a fair share of office administration tasks such as opening the post, answering the 'phone etc
- Take a fair share of the tidying and cleaning the office
- Keep desks tidy and organised and make sure someone else knows how to find their way around your work in case of absence



Our Mission Statement

What our Foundation is here to do for you:

- Deliver effective, efficient and targeted grant-making into communities that need it most, through a whole variety of funds from donors, trusts and other sources, striving for excellence in our delivery
- Work with businesses, philanthropists, trusts, the public sector and the third sector and other bodies to help them achieve their charitable aims and, particularly as money gets tighter, to make the most of every single charitable penny they invest in our communities.
- Provide detailed intelligence on the state of our communities and how our grant making is improving lives and improving aspirations and opportunities for all ages and sectors.
- Provide community leadership through empowering communities and being impactful in all that we do

Values

SYCF expects all individuals involved in SYCF that is our staff and volunteers, to:

- Be transparent, respectful, caring, accurate and honest in our relationship and communication with each other
- Always be aware of the Foundation's commitment to equal opportunities, diversity and inclusion, and non-discrimination. Working to support each other
- Proactively expect everyone to take personal responsibility for their actions and behaviour
- Explain clearly any administrative fees, investment policies and the Foundation's grant making policy
- Be aware that no one member works in a vacuum and it is essential that team members communicate their needs to other team members and liaise with them where information needs to be shared
- Not to harass, abuse or intimidate any other employee or participant because of a protected characteristic they have
- To feel sufficiently confident to inform management if they suspect discrimination is taking place
- To take responsibility to provide timely and accurate information to team members when required
- Positively embrace and drive change, taking responsibility to deliver
- Commit to providing an excellent standard of service to all our stakeholders

