

Communications and Events Manager

Welcome

As you read this, the UK's Community Foundations have demonstrated their unparalleled convening role across our communities. The London Community Foundation (LCF) is no exception, mobilising public, private and corporate funds to reach those communities most in need. In the past year we have committed over £19.8M to support London's incredible grassroots and small charitable organisations, delivered by a team committed to London and its communities and made possible by the generosity of our donors and partners.

Thank you for your interest in LCF and the role of Communications and Event Manager.

LCF holds a unique position in the Capital. We partner across public, private (individual) and corporate donors to raise funds to support London's grassroots organisations. We support our donors to achieve their philanthropic aims whilst meeting the needs of London's communities.

It is this dual purpose that makes us different in London. And unlike most traditional grant-makers, we have to raise all the funds we deploy, as well as for our operating costs. Working for a Community Foundation feels different to a frontline charity or social enterprise, corporate foundation, or endowed foundation. Serving the needs of London's grassroots as well as our donors or partners is what makes the Community Foundation model unique.

LCF specialises in supporting grassroots organisations, those charities and community groups working deep in the Capital's communities. We make over 1,000 grants a year working in every London borough.

Since our inception we've raised over £100m for community-based organisations, deploying nearly £80m in grants and building up an endowment of over £20m.

But in order to keep doing this, and do it better, we need to ensure our offer stays relevant to donors and to the needs of London. This recruitment is an important post at a pivotal time for LCF as we emerge from the pandemic and work to meet the needs of London. This post will help us embed our strategy and build on our reputation, profile and impact connecting London's generosity to where it is needed the most. It will be demanding, rewarding and creative.

This is a key post and there is significant opportunity for the successful candidate to make their mark on LCF going forward, helping us to raise our profile across the Capital.

I hope this role excites you as much as it does us, and that you'll consider joining us for the next stage in our impact journey.

Kate Markey

Chief Executive

About us

We're passionate about London, its people, its communities, and its vitality. But we also know it's a place that can exclude and marginalise. We want to improve the lives of London's most disadvantaged people and build a stronger and more vibrant London for everyone.

We believe grassroots organisations hold the key. Charities, social enterprises, and groups that grow from the communities they're trying to help often have a deep understanding of the gaps that need filling. Many are set up or run by people who have specialist knowledge from years of living within those communities. They know what works and what doesn't, how to gain trust, meet people's needs and build lasting relationships. And during COVID, the agility, speed and flexibility of London's grassroots has been utterly inspiring.

But while there's a lot to gain from grassroots beginnings, community groups can struggle to keep going. Often surviving on the passion of dedicated volunteers, it can be hard to find the time, resources and support they need to grow opportunities. We're here to harness ideas and talents in the community to tackle deep-rooted problems that can't be solved elsewhere.

We do this by advising and directing philanthropists, companies, trusts and public bodies to target their giving towards projects that are changing Londoners lives.

You can find out more information about what we do, how we do it, and our team on our website, www.londoncf.org.uk.



Our work during the pandemic

At the start of the pandemic, we joined with 67 other funders to support the London Community Response, a ground-breaking funder collaboration, which has since managed £50m in funds and awarded 3,300 grants. As part of this effort, we were agile, fast, and flexible, adapting our grant making processes so that collectively as funders we could provide community-led organisations working on the frontline with a single portal, to make funds as accessible as possible.

This work was guided by a series of Strategic Grant Principles, that we set for ourselves at the start of the pandemic. They included putting grassroots community-led organisations at the heart of our response, directing funds to communities disproportionately affected by COVID-19 and recognising the need to support the infrastructure and capacity of organisations as well as direct delivery to support the long-term sustainability and diversity of the sector. We also renewed our commitment to be collaborative and flexible and to balance trust and risk as a grant maker.

How our role in London has developed.

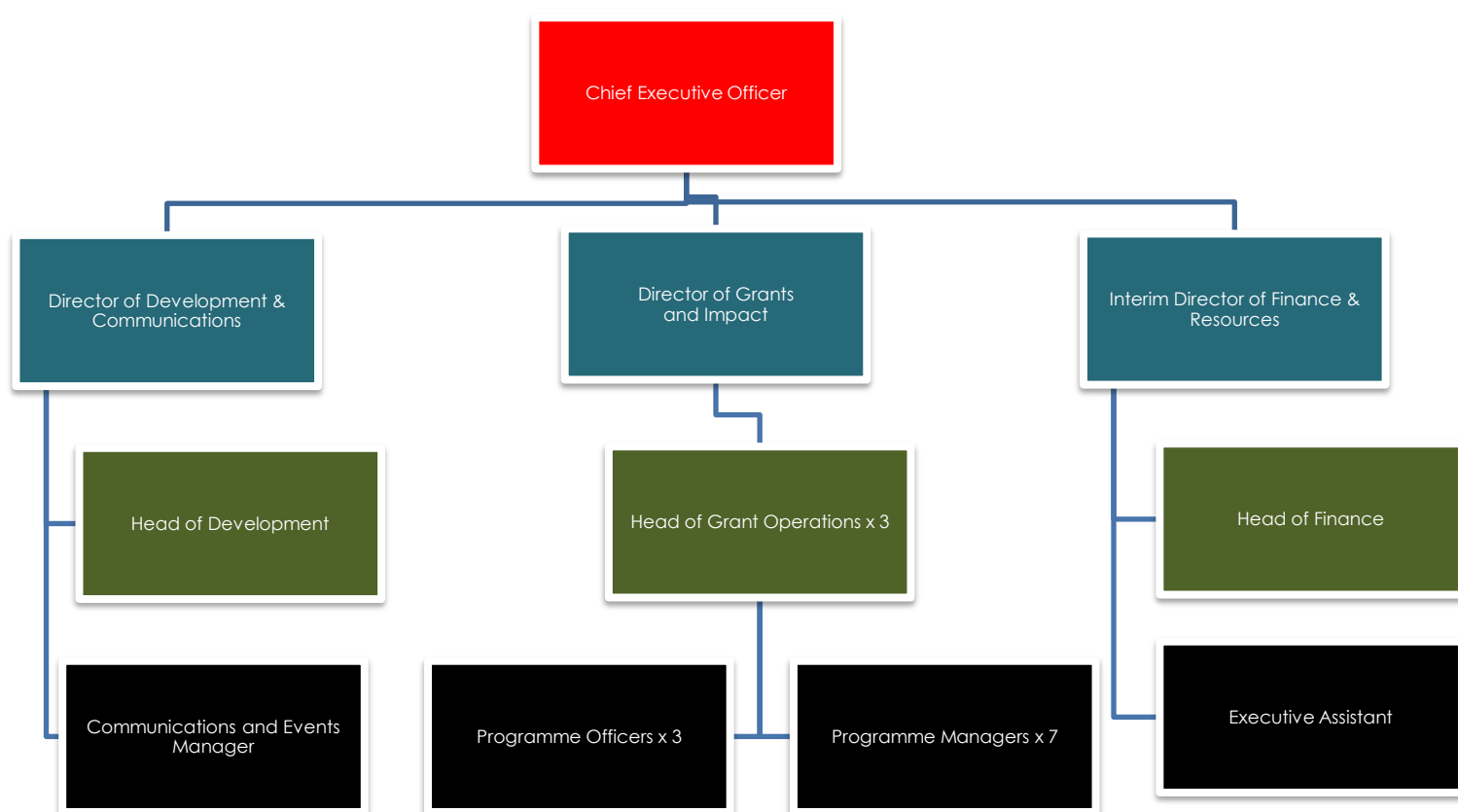
The past 12 months has cemented our role as a leading and convening agent of effective giving to London. Donors were quick to turn to us and put their trust in us. They came to us for advice on the unequal impact of COVID-19, and how they could create greater equity in their giving and reach specific communities. We also saw them change their giving ambitions (not just in the early stages) based on our data and insights. Our own Coronavirus Appeal and the broader London Community Response collaboration provided donors with the opportunity to be part of a capital-wide effort and we saw and facilitated incredible examples of donors willing to trade their brand, ownership of 100% of decision making and outcomes on their philanthropy to be part of it. We were also proud to support campaigns that promoted best practice in giving (#WewillStand) and saw our donors respond accordingly.

Leading effective giving in London

We hold a unique position in the Capital's philanthropic eco-system, as a trusted and respected advisor to donors and as a flexible, supportive, and connected partner to London's communities. We have experienced a change in London's giving, with an increasing desire to support local community and grassroots organisations. Through COVID, donors have witnessed first-hand the vital role these organisations play, sometimes previously invisibly to them, in the social fabric of their neighbourhoods.

Never has London needed us more, to inspire more donors to give effectively to restore and rebuild our communities. We have clear and ambitious goals to lead giving to London, not just to increase the scale of giving but to use our unique role to convene and influence and make connections to support effective and equitable giving.

Organisation Chart



Job Description

Job title: Communications and Events Manager

Location:

Brixton, London (flexible working)

Reporting to:

Director Development and Communications

Direct Reports:

None currently

Salary:

£30-35k

Job Purpose

- Raise the profile of The London Community Foundation
- Engage our current donors and support their communication needs.
- Engage with community-led organisations to grow our network and give them a platform for their work.
- Create and support the development of key LCF communication materials.
- Work closely with the Director of Development and Communications to deliver events for LCF.



Key Duties

Strategy and planning

- Develop a communications planner for LCF to manage our communications to a variety of stakeholders across multiple channels.
- Work closely with the Director of Development and Communications to develop and implement a communications strategy to support the organisation to achieve its objectives.
- Track progress, produce reports and reports on communication KPIs.

Marketing

- Work closely with the Director of Development and Communications and the Head of development to create engaging communications to market LCF to target donor audiences.

Publications

- Manage the production of our Annual Report and Annual Review
- Lead on the production of key publications and reports for LCF
- Lead on proof reading, project management and copywriting for key publications
- Manage our relationship with suppliers such as designers.
- Design, copy-write and distribute monthly e-bulletins for donors and community organisations.

Social media

- Manage the LCF social media accounts, actively posting content to market LCF.
- Develop a social media strategy to grow engagement with donors and organisations.
- Track engagement on social media through analytics

Brand

- Manage the LCF brand, use of logo, imagery, design.
- Provide training to colleagues and proof external publications.

Website

- Manage the LCF website and liaise with our web developer.
- Develop, manage, and update content for website.
- Create a commission engaging blogs for LCF.
- Support colleagues to update and manage content related to funds for the website.
- Track engagement with our website using Google Analytics.

Case studies and imagery

- Develop an effective case study database for LCF and oversee its management.
- Lead on actively collating and collecting case studies, including commission images.
- Lead on our compliance with GDPR in relation to our use of images and stories

Events

- Manage our 25-strong London Marathon running team.
- Support LCF donor events when appropriate; this could include an Awards ceremony, roundtable about their fund or an opportunity to meet the community groups they fund.
- Manage LCF hosted events to engage donors when appropriate; this could include webinars, breakfast events, roundtables, or drink receptions.

Internal communications

- Support the sharing of information between colleagues at LCF through internal communications.

Person Specification

Skills and Experience:

Essential:

- Experience of working in communications or marketing or a related field.
- High-quality copy writing skills for different audiences.
- Experience of proof-reading for publications and online
- Knowledge of design and brand development
- Knowledge of digital marketing strategies and tactics
- Experience of working with social media and other digital platforms to build audiences.
- Knowledge of digital best practice around SEO principles and accessible content production
- Knowledge of data protection policies
- Experience of managing a website and creating online content.
- Experience of managing events for different audiences.
- Experience of using a database to access, store and share information.

Desirable:

- Previous experience in a frontline charity delivering communications.
- Previous experience of developing communications for donors and fundraising materials.
- Understanding of corporate social responsibility and philanthropy.
- Understanding of London's grassroots and small charity sector.

What we are looking for:

- Passionate about, and ambitious for, London's diversity and its communities
- Confident marketer who can promote our unique model to donors and to community organisations in London.
- Skilled copywriter and proof-reader able to produce high quality publications.
- Ambitious communicator who can grow our engagement and following online.
- Ability to management upwards and excel in collective decision making.
- Comfortable working at pace and managing priorities.
- Resilient and personally accountable

What we can offer:

- Unparalleled opportunity to engage with London's charity sector, public sector, corporate and private philanthropy as well as vibrant community organisation network.
- Encouragement to grow your personal profile London's charitable networks (volunteering days and time flexibility to achieve this)
- UK network of communication peers across Community Foundations, including learning groups, conferences, national opportunities, and intelligence sharing.
- Flexible working arrangements with London base
- Defined contribution pension, with employer contributions doubling the employee's up to 10%; 25 days annual leave (plus bank holidays); season ticket loans; childcare vouchers.
- Employee assistance programme and wider training opportunities

How to Apply

Please forward a CV together with a supporting statement **(maximum two pages of A4)**. Please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

Applications should be made via email to communications@londoncf.org.uk

Recruitment Timetable

Deadline for applications:
5pm 21st July 2021

Interviews with LCF:
2nd or 3rd August 2021

Queries

If you wish to have an informal discussion about the opportunity, please contact Laura Perkins, Director of Development and Communications at laura.perkins@londoncf.org.uk



**The London
Community
Foundation**