



## Life Story Network CiC

### Job Description

<b>Job Title:</b>	Communications & Fundraising Manager
<b>Responsible to:</b>	Business Development Manager
<b>Responsible for:</b>	There is no line management responsibility within this post
<b>Key relationships:</b>	A member of the Management Team, working closely with the Business Development Manager (England), Business Development Manager (Scotland), Chief Executive and Operations Manager.
<b>Contract:</b>	Three year contract.
<b>Probation period:</b>	Four months.
<b>Hours</b>	Full time (35 hours a week).
<b>Location:</b>	The Life Story Network CiC Office, 151 Dale Street Liverpool. The post-holder may also need to travel more widely regionally and across the UK.
<b>Salary:</b>	£25,000 - £28,000 depending on experience
<b>Expenses:</b>	Mileage claimed at 45 pence per mile from the city boundary. Public transport should be used where this is more cost effective
<b>Annual leave</b>	25 working days excluding national Bank Holidays

#### Context

The Life Story Network is a CIC, offering consultancy and training in relation to the use of life story work and narrative practice to support vulnerable people, as well as broader strategy review and development, particularly in relation to dementia. The LSN also hosts **tide – together in dementia every day**, a national involvement network for carers and former carers of people with dementia. A core principle of **tide** is how we value, respect and support carers and former carers of people living with dementia. Using lived experience, **tide** enables a diverse range of carers to have a powerful collective voice, which raises awareness of their unique needs and rights, ensuring that these influence practice, policy and research at all levels.

### **Job Summary**

This is a brand new, exciting role, suitable for a passionate and proactive communications professional who is able to communicate complex issues in an engaging and accessible manner.

The ideal candidate will have significant experience in producing and managing high quality communications and developing a visible and meaningful organisational profile, alongside a proven track record in delivering a broad individual fundraising portfolio.

You will be creative, energetic and self-motivated. You will have exceptional skills when it comes to communicating clearly, effectively and most importantly, engagingly. A solid team player, you will have a positive, solution-focused personality. Previous experience of working in a busy comms role is essential, as are exemplary writing and social media skills.

### **Responsibilities and Duties**

The post holder will be expected to undertake a broad range of responsibilities and duties including at regional and national levels. These include to:

#### **Strategy**

- Support the Business Development Manager to develop and implement communications and fundraising strategies.
- Develop key messages, using appropriate and consistent language and terminology across all media.

#### **Website**

- Oversee website development, ensuring that web content is up to date, relevant and engaging. Working to use technology to develop new income streams.
- Manage website promotion to maximise profile and reach.

#### **Media**

- Create and maintain positive media relations, to maximise coverage and profile.
- Write press releases, articles and statements.
- Respond to requests from the press for comments, views and supporting information and utilise opportunities for further engagement on relevant topics.

#### **Digital Communication Channels**

- Develop and manage social media presence, growing profile and engagement
- Incorporate innovative approaches to ensure brand engagement. Produce regular reports detailing social media and website activity.

### **Fundraising and PR**

- You will work to Business Development Manager to maximise income generation.
- Work with the Business Development Manager to manage the development and implementation of existing and new community fundraising income streams in order to build and grow sustainable annual income.
- Growing a base of support to deliver fundraising activities and new sources of income including crowd funding and sponsored events.
- Influence local businesses and stakeholders to bring in new sources of income and support.

### **Publications and marketing material (digital and hard copy)**

- Manage production of high quality information including infographics, e-bulletins, reports, leaflets, briefings, fact sheets and any other promotional material required.
- Manage dissemination of published information to maximise impact.
- Develop and maintain a database of case studies and other key information.

### **Events (internal and external)**

- Work with the Business Development Manager and staff to develop and manage effective stakeholder engagement
- Develop ideas for fundraising events
- Manage marketing and communications for events
- Ensure effective organisational representation at external events

### **Corporate Governance and Management**

- Prepare reports for Business Development Manager to present to Board of Directors.
- Manage a communications budget

### **General Responsibilities**

- Be an active and positive member of the Management Team.
- Participate constructively and positively in internal and external meetings and events: behaving as a role model and promoting and supporting communication channels and relationships that reflect positively on LSN and **tide**.
- Comply with LSN and **tide**'s policies and procedures.
- Comply with all health and safety policies and guidelines, taking responsibility for your own safety, that of colleagues and others as applicable.
- Promptly complete all mandatory training and ensure direct reports do the same.
- Ensure systems are in place to safeguard LSN's intellectual property, confidential data and information in accordance with Data Protection provisions.
- Work in accordance with all company policies, including safeguarding, equality and diversity and confidentiality.
- Undertake other tasks, duties or projects which may arise from time to time, which are commensurate with the general level of this post and as directed by your line manager.

## Person Specification

ATTRIBUTE	ESSENTIAL	DESIRABLE	HOW ASSESSED
<b>Education &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent in a relevant subject, or substantial experience in the field</li> <li>• A relevant qualification in communications or PR</li> <li>• Knowledge and experience of developing and managing websites and digital communications channels.</li> <li>• Knowledge and experience of using relevant communications software, including contact databases and publishing software.</li> <li>• Experience of engaging with people in interactive and creative ways.</li> <li>• Experience of proactively developing and managing media relations and engagement.</li> <li>• Experience of producing media releases, media statements and other copy.</li> <li>• Experience of producing high quality written communications.</li> <li>• Experience of coordinating a portfolio of individual fundraising activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the voluntary sector</li> <li>• Experience of managing budgets</li> </ul>	Application form
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Confidentiality and</li> </ul>	<ul style="list-style-type: none"> <li>• Needs and rights of</li> </ul>	Interview /

	<p>understanding of Data Protection Act</p> <ul style="list-style-type: none"> <li>• Able to interrogate information from website and social media usage. (Data analytics)</li> <li>• Techniques to increase income via individual giving and business</li> </ul>	<p>carers of people with dementia</p> <ul style="list-style-type: none"> <li>• Health, social care and housing sectors and how they work</li> </ul>	<p>application form</p>
<p><b>Skills/Abilities</b></p>	<ul style="list-style-type: none"> <li>• Exceptional and creative written and oral communication skills.</li> <li>• Ability to think and plan strategically.</li> <li>• Good analytical skills, with the ability to find, absorb and summaries complex information, often to short timescales.</li> <li>• Excellent inter-personal skills and ability to represent the organisation externally in a professional and competent manner.</li> <li>• A sound understanding of digital communication technologies and how to utilise these effectively to achieve the organisations mission.</li> <li>• Proficient computer literacy, including the ability to use WordPress and MS Office.</li> <li>• Creativity, a positive “can-do” attitude and ability to anticipate problems and proactively suggest/find solutions</li> <li>• Sound organisational, planning and time management skills, including ability to prioritise and manage work load to meet</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of issues in the field of dementia or a willingness to learn about these issues</li> </ul>	<p>Application form/ Interview / references</p>

	<p>deadlines</p> <ul style="list-style-type: none"> <li>• Systematic attention to detail and accuracy</li> <li>• An understanding of and commitment to equal opportunities, non-discrimination and accessibility</li> </ul>		
<b>Work Related Circumstances</b>	<ul style="list-style-type: none"> <li>• Willing to carry out all duties and responsibilities of the post in accordance with the LSN's Equal Opportunities and Diversity policies</li> <li>• Willing and able to travel and stay away from home overnight</li> <li>• Willing and able to work flexibly if required at events</li> <li>• Must be able to drive, hold a current driving license and have access to a car.</li> </ul>		
<b>Values</b>	<ul style="list-style-type: none"> <li>• Supportive &amp; fair</li> <li>• Efficient</li> <li>• Integrity &amp; honesty</li> <li>• Leadership</li> </ul>		Interview & probation period

OUR VALUES	OUR BEHAVIOURS
<b>Supportive &amp; fair</b>	<ul style="list-style-type: none"> <li>We ensure that we are approachable, accessible, welcoming caring, listening and being responsive to our individuals in our team and the wider set of people we work with; providing praise where due; being constructively critical and challenging where needed whilst respecting the dignity, individuality and contribution of everyone.</li> </ul>
<b>Efficient</b>	<ul style="list-style-type: none"> <li>We ensure that both LSN and <b>tide</b> are financially secure and sustainable to carry on their valuable work into the future and that we make best use of all our resources to maximize the impact and achieve better outcomes for all those we seek to work on behalf of.</li> </ul>
<b>Integrity &amp; honesty</b>	<ul style="list-style-type: none"> <li>We uphold the highest standards and behave in an open, honest and transparent way, committed to continuous improvement in everything that we do with the people we relate to at work and in our partnerships;</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>We lead and behave authentically and act as a 'role' model aligned with our personal and organizational values and principles, working to build, develop and grow LSN / <b>tide</b> acting in their best interests, setting aside our own personal needs / aspirations;</li> </ul>

Signed: \_\_\_\_\_ Print Name: \_\_\_\_\_  
 (Post Holder)

Signed: \_\_\_\_\_ Print Name: \_\_\_\_\_  
 (Manager)

Date:     /     / 2017

