



Wiltshire
Community
Foundation



MARKETING AND COMMUNICATIONS ASSISTANT

APPLICATION PACK

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ABOUT US



80% of charitable giving goes to the largest national charities, whereas less than 5% goes to small local charities

Wiltshire Community Foundation is an independent charity dedicated to tackling disadvantage and strengthening local communities by inspiring local philanthropy and supporting the voluntary sector.

Set up in 1975, initially known as the Thamesdown Community Trust, in 1988 we expanded to become the Wiltshire Community Trust, and in 1990 became the Wiltshire Community Foundation. We are proud to be the oldest Community Foundation in the United Kingdom.

We are one of the largest grant-giving organisations in Wiltshire and Swindon. Each year we award around £2million through hundreds of grants to grassroots voluntary and community groups to enable more local people to thrive. We also support young people to improve their development, education, and future employment through our education grants programmes.

Our research into local need ensures funding is targeted where it is needed most, tackling the most pressing local issues to build stronger communities. Alongside financial support we provide a range of events, training workshops and advice sessions for the voluntary and community sector helping to build skills, capacity, knowledge, and networks.

We believe that to meet long-term community needs, we need resources with longevity. We have a range of ways that people can give, to suit their motivations. Our endowment is made up of multiple funds, set up by individuals, businesses and trusts who care about our communities and want to support causes locally. These funds are invested and the returns they generate are made available for grant making year-on-year. In this way donations continue to make an impact forever.

Since the Foundation was established in 1975, more than £22 million has been awarded in grants, making a real difference to the most disadvantaged people in our county.

IN A NUTSHELL



Values-based
Organisation



Inspiring
Philanthropy



Informed
Funder



Community
Asset



Forging
Partnerships



Changing
Lives



OUR VISION, MISSION & VALUES

Vision: To see more people thriving across Wiltshire and Swindon.

Mission: To maximise the impact of charitable activity in our local communities by connecting people, information and resources.

Destination Statement: We are an inspirational and aspirational organisation, which people want to be part of. We are responsive, relevant, and known in the community. We are widely recognised, and valued for our knowledge, grant making and advice. People are making a difference by working with us.

Underpinning our work are our values, expressed as the “BRICKS” upon which the Foundation is built and values we live and operate by:

Brave

We are not afraid to uncover and address the issues affecting our communities.

Resourceful

We are innovative in our working practices and maximise the impact of our funds.

Informed

We gather information from across the county and put it at the heart of everything we do.

Collaborative

We recognise that community projects are all about working with others for the common good.

Kind

We are caring & respectful when working with our communities, fellow travellers and each other.

Strategic

We are one team, united by one vision - of more thriving communities across Wiltshire.

ROLE DESCRIPTION



This is a new role working with the Head of Marketing and Communications to deliver projects to raise our profile, enhance our brand visibility, drive engagement, raise income and help us to develop positive relationships with our key stakeholders and audiences.

Key responsibilities, under the direction of the Head of Marketing and Communications:

- **General:** Provide day-to-day marketing and communications support to the wider organisation and to promote our programme delivery and our philanthropy advice offers.
- **Web:** Regularly review and update existing website content, including responding to requests from across the team.
- **Social media:** Manage the social media calendar, including sourcing and creating content, across all platforms – in line with our content and marketing strategy.
- **Engagement and evaluation:** Grow engagement with our channels and evaluate our social media and web activity as well as manage our Google analytics, producing reports as required.
- **E-communications:** Create e-newsletters, e-bulletins and deliver other email marketing as needed and manage relevant mailing lists in line with GDPR.
- **Storytelling:** Build our storytelling resources (case studies, photos, film) to enable us to demonstrate the impact of our work and to inspire more donors to support us and groups to apply for grants.
- **Copywriting:** Create copy as needed for marketing collateral and publications, reports, campaigns and website.
- **Press and PR:** Research stories, produce press releases and case studies, maintain media lists and record and evaluate media coverage.
- **Brand Management:** Manage our library of brand assets. Liaise with grant recipients regarding the acknowledgement of our funding and use of our logo. Review and establish a new online Photo Library, ensuring imagery is collected and stored in line with GDPR.
- **Printed materials:** Manage the design and production of reports and marketing collateral.
- **Events:** Support the delivery of organisational events and attend relevant external events to promote our programme delivery and our philanthropy advice offers.
- **Video editing and creation:** Develop our capacity to produce our own video content to support our marketing and communications activities.
- **External suppliers:** Liaise with printers, web agency, caterers and other suppliers when required.
- Contribute as a team member to the overall development of the Community Foundation.
- Undertake any other reasonable duties and responsibilities as directed by the Head of Marketing and Communications.

Salary £23,400 – £27,000 depending on experience

27 days of annual leave plus bank holidays

Employer pension contribution of 7.5% on total earnings (minimum auto enrolment employer and employee contributions made during probation)

Health Cash Plan including Employee Assistance Programme (post probation)

Death in service 4x salary (post probation)

Additional leave for birthday (post probation)

Parking provided

ABOUT YOU

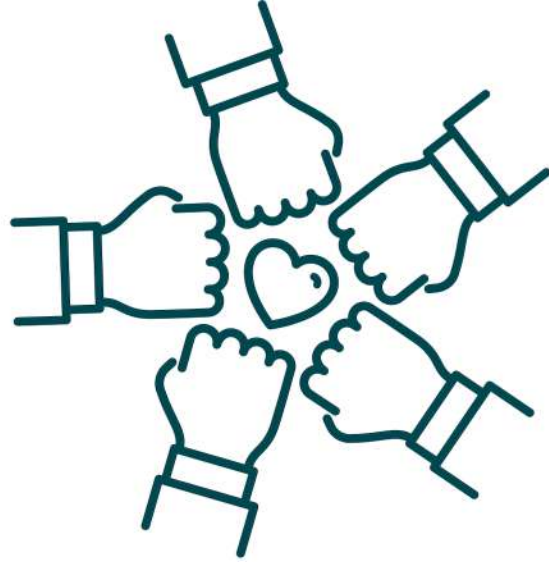


Please note, that the below is for guidance only. We will recruit for this position based on attitude and potential as well as knowledge and skills gained through direct experience. We also welcome experience from outside of traditional full-time work. If you don't meet all the requirements, please don't be put off applying.

- A natural storyteller with excellent written skills. Experience of writing engaging and inspiring copy for different audiences, channels and functions desired.
- Social media savvy. Experience in managing content and growth across multiple channels desired.
- A good eye for design with a strong understanding of brand. Experience of using software packages to create basic print materials as well as digital and video content desired.
- Embraces technology. Experience of using a range of digital communication channels and tools, and comfortable with content management systems, email management software and social publishing tools desired.
- Excellent interpersonal and communication skills, including the ability to build and maintain relationships with internal and external stakeholders and supporters.
- Excellent administration skills and attention to detail.
- Highly organised and happy to juggle projects and activities and respond swiftly to circumstances when required.
- Proactive and self-motivated with the ability to work autonomously but also as part of the wider team.
- Flexible and open, excited to take on new challenges and learn new skills if the role requires.
- Creative and enthusiastic with the ability to bring fresh ideas to our work.
- Passionate about using your skills and knowledge to help us transform the lives of local people.

This is a full-time position and can be offered as a hybrid role with some time each week in our office in central Devizes. (Please note during the probation period the successful candidate will be expected to be in the office up to four days a week). Occasional travel throughout Wiltshire and Swindon will be required so the ideal candidate will be based in the county and therefore a driving licence is desirable. Full-time hours are Monday - Friday working 9am - 5pm.

SMELLS LIKE TEAM SPIRIT



Life at Wiltshire Community Foundation includes:

- Frequent team meetings which include a monthly full team get-together alternated with departmental meetings - a chance to share our priorities, peaks and pits and check in with each other
- Regular insight sessions where we discuss a specific topic, share learning or get to know each other better
- Monthly one-to-ones with line managers, which can be held in the format you'd most prefer; maybe you like to walk and talk, or maybe you like a more structured meeting
- Training and development opportunities tailored to you to help you deliver your role effectively and progress in your career
- Opportunities to collaborate and build relationships with colleagues in the wider Community Foundation network through conferences, online meetings and working on joint initiatives
- Annual team strategy days - a chance to step back and work together to look at our successes and the future

We know how important it is to have a workplace culture that is supportive and kind, as well as fun. We've held playlist challenges, we've met for walks to give the WCF dogs a chance to play whilst we catch up on all things work-related, and not. Dissecting the latest TV series and books and film recommendations are our bread and butter while cake and biscuits can regularly be found for an afternoon treat. To sum us up: we are an open and welcoming team with a range of different life and work experiences, but we are all committed to embracing new ideas and rising to new challenges to achieve our vision of seeing more people thrive across Wiltshire and Swindon. If that motivates you, then we would love to hear from you.



EQUITY, DIVERSITY AND INCLUSION

We are committed to creating a diverse and inclusive environment that reflects the diversity of the communities across Wiltshire and Swindon. This includes our board of trustees, staff team, volunteers, donors and grant recipients.

All applicants will receive consideration without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability or age.

Wiltshire Community Foundation is committed to continuing our journey of self-reflection and development. We are taking steps to ensure we are educated and understand our responsibility to do more to drive change. If you would like to see a full copy of our Equity, Diversity and Inclusion Policy we would be happy to share it with you.

HOW TO APPLY

We strive to make our recruitment process accessible for all. If we need to make any adjustments to allow you to participate fully in our recruitment process please get in touch with us via recruitment@wiltshirecf.org.uk or call 01380 729284.

The deadline for applications is **Monday 22 April 2024**.

Interviews will take place at our offices in Devizes week commencing 29 April 2024.

If you would like to apply please send us your CV along with a supporting statement. Your statement should tell us more about you and why you are a good fit for this role in line with the role requirements outlined in the About You section of this pack. Please send your supporting statement and your CV to recruitment@wiltshirecf.org.uk.

If you have any questions about any aspect of the role please do not hesitate to get in contact with Beth Maughan, Head of Marketing and Communications via email beth.maughan@wiltshirecf.org.uk.

SANDS UNITED

Sands United is a group we funded through our Community Grants programme. Sam Woolford lost his daughter Etta, aged just 27 days. Etta was born in with multiple heart defects and, despite having open heart surgery at ten days old, was placed on life support. Sam and his wife Emily had to take the heart-breaking decision to turn off the life support after advice from doctors. In the difficult months that followed, the couple were offered support but Sam felt it was not really aimed at him. "One of the things I found tough was that a lot of the support groups were for mums. They said they were for both parents but they were making collages. There were no blokes around because they all came for the first session and then realised it wasn't for them and never came back."



Knowing Sam's love of sport, Emily found Sands United Solent, but it was slightly too far away to travel regularly, "Emily suggested starting a team in Salisbury. We are famously known as the team no one wants to be a part of. It's really hard to recruit because men don't talk about this stuff, they just don't bring it up". Lockdown meant they couldn't actually meet for training so in the meantime Sam set up a WhatsApp group. He discovered the strength of the group when a grieving dad who had lost his child just three days earlier approached him to join the team. "I thought it was too soon for him to go into the WhatsApp group but he said he really wanted to talk to other dads who knew what he was going through, I added him into the group and then watched amazed as these blokes enveloped this man in love, attention and care. That was when I knew everything was going to be fine with this team. We have some lads who have had multiple miscarriages and fertility issues where they have had many rounds of IVF that have failed with multiple losses. We have people who have had terminations for medical reasons, chromosomal disorders and many still births. A large part of this team is about raising awareness of miscarriages and stillbirths and the fact that men are really overlooked in that area."



For Sam the WCF grant and Funder+ support has been instrumental in the team's rapid progress. "Knowing that we have training covered for a year by you is unbelievably helpful. It means we can focus on the other things we need to take care of. You have also given us great advice in how we set up our constitution and attracted board members. The support the Foundation has given us is immeasurable. I'm proud every time I achieve something with this team because it feels like I am putting purpose on her life. I know a lot of the other players feel that way too. I still have my low points, it's been a year-and-a-half since Etta died and it still hurts just as much. But this has definitely helped. I think there's a wound with the loss of a child that will never heal. I'm coming to terms with that and actually I kind of want that ability to feel that strongly about my daughter, I don't ever want to forget how strongly I feel about her."



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