While Cumbria has many positive attributes, it also features great inequality, with many vulnerable and isolated communities, extreme child poverty, youth unemployment and associated mental health issues. These needs are often unseen but are very real.

Cumbria Community Foundation is an independent charity that connects people who care with causes that matter. We exist to tackle poverty and disadvantage and to strengthen Cumbria’s communities by inspiring philanthropic giving and by making lifechanging grants.

Our aim is to change people’s lives for the better by helping local communities. We want Cumbria to be a great place to live for everyone - a place where people work together to address disadvantage.

We are one of Cumbria’s foremost grant makers with an average annual grant distribution of £2m and endowed assets in excess of £27m. Donors trust our expertise to direct funds to those grassroot organisations and initiatives that make a big difference to the lives of those in genuine need, reaching vital projects that might not otherwise survive.

Since 1999, we have awarded more than £60m in grant aid and currently manage more than 100 grant making funds. We have funded over 4,000 organisations and 8,000 individuals.

Our grant making priorities are:
- Improving the lives of disadvantaged children and young people
- Improving the life skills, education, employability and enterprise of disadvantaged people
- Supporting vulnerable older people
- Improving the health and wellbeing of people
- Strengthening and supporting fragile communities

Our fundholders, donors and supporters benefit from our in-depth knowledge of Cumbrian communities and organisations. We work with partners, funders and stakeholders to co-design programmatic approaches to address community needs and to secure additional funding.

We have an aspiration to develop our expertise and knowledge to address health inequalities in Cumbria and increase our grant making to deliver impactful, local solutions.
Communications and Content Lead

Cumbria Community Foundation (CCF)

Full time (37.5 hours/week)

£30,000 - £35,000 FTE (dependent on experience)

Our office is based at Dovenby Hall (1st floor), Dovenby, Cockermouth, CA13 0PN. We operate both a flexible and home working policy, which includes an ability to work partially from home.

This position is offered as a permanent contract.

After the completion of a successful probationary period, we offer the opportunity to join a pension scheme, which makes a matching contribution of up to 7.5% of salary.

25 days per year plus bank holidays plus two additional days at Christmas and one at Easter.

This role has a six-month probationary period.
The Communications and Content Lead is a new position, linked to the continued growth of the Foundation, and the post holder will assume a key role in the implementation and rollout of a new Communications strategy.

A dynamic storyteller with excellent writing skills, digital and social media understanding and experience in PR and media relations, the Communications and Content Lead will play an active role in promoting the work of the Foundation.

The role requires a highly organised self-starter who shows initiative, demonstrates superb attention to detail, has a creative mindset and the judgement to communicate thoughtfully, responsibly and effectively on behalf of the Foundation through different channels, both internally and externally.

The Community Foundation is committed to the principles of a ‘one team’ approach. This recognises that all members of the team contribute to the success of delivering the Foundation’s goals to address need in the community by making high quality grants alongside promoting philanthropy and generating new donations. As such the Communications and Content Lead will actively encourage, support and enable effective cross team working.
KEY RESPONSIBILITIES

The Development Team constitutes a Head of Development, Relationships Officer, Development Assistant and the newly created role of Communications and Content Lead.

The post holder will report directly to the Head of Development. Key responsibilities:

- Implement, develop and manage a range of communication activities and initiatives including the creation of new content for all media channels.
- Develop and deliver communication plans for different workstreams and ensure effective project management of all key stakeholders to ensure timely delivery of all communications.
- Support the refreshment of the Foundation website to improve user experience, including project management of external technical support, and the design and creation of new content.
- Develop and execute social media strategies, creating and sharing engaging content, monitoring social media content and analysing activity.
- Co-develop core messages to be circulated to key stakeholders, both internally and externally, to drive consistency and understanding.
- Produce regularly circulated content i.e. annual review, strategy review, newsletter.
- Research and produce interesting and impactful case studies which brings the work of the Foundation to life.
- Produce marketing material that promotes the work of the Foundation, its impact and how people can get involved.
- Research, write and distribute press releases relating to all aspects of the organisation and engage with local media, as appropriate, to maximise coverage.
- Ensure copy is written and edited to house style and exacting standards of accuracy and adheres to appropriate policy and legal requirements.
PERSON SPECIFICATION

SKILLS & ABILITIES

**Essential**
- Excellent communication skills, both oral and written.
- Proven experience of producing high quality written content.
- Ability to make effective use of information technology.
- Ability to work under own initiative to broadly agreed guidelines.
- Good organisational and time management skills.
- Excellent attention to detail.
- An ability to prioritise.
- Experience of using basic graphic design software such as Canva, Adobe InDesign.
- Copywriting skills and an ability to tailor content for different audiences.
- Experience of building relationships with key media contacts.

**Desirable**
- Experience of working with databases or CRMs.
- Experience of developing marketing materials.

EDUCATION

**Essential**
- Good grade in English Language at GCSE level and/or AS/A2 level.

**Desirable**
- Degree in media, marketing, journalism or public relations.
EXPERIENCE & KNOWLEDGE

**Essential**

- Experience of working in a fast-paced, working environment with competing pressures.

**Desirable**

- Knowledge of the charitable sector.

PERSONAL ATTRIBUTES

**Essential**

- A strong team player, with ability to support colleagues.
- Excellent communication and interpersonal skills.
- Self-motivated with experience of managing a diverse workload.
- Enthusiastic and approachable, with a willingness to engage with, listen to and support all stakeholders.
- Flexible approach to working hours, job tasks and responsibilities.
- A quick learner with an openness to new ideas.
- Resilient, calm, and professional under pressure.

**Desirable**

- Passion and understanding for the Foundation and its mission.
- Ability to establish good interpersonal relationships, rapport, and credibility with a wide range of people including Trustees, advisors, donors, grantees, and wider stakeholders.

ANY OTHER REQUIREMENTS

**Essential**

- Passionate about supporting local people and addressing disadvantage.
- Access to a car and full driving licence.

- www.cumbriafoundation.org
EMPLOYEE BENEFITS PACKAGE

- Flexible working hours with remote working
- 25 days per year holiday plus bank holidays plus two additional days at Christmas and one at Easter
- Health Care Assistance Plan with employee benefits.
- Pension contributions of up to 7.5% of salary
- Commitment to personal training and development
- Regular full team away days/half days
OUR VALUES

Staff and trustees agreed these values together, and we embed them in everything we do.

- We empower people through sharing knowledge and expertise
- We work with integrity and transparency
- We listen, learn, and respond
- We are passionate about creating positive and sustained change in our communities
- We are ambitious, dynamic and effective
- We reflect our communities’ interests in all our work
- We embrace equity and diversity and treat everyone fairly
- We are a good and rewarding place to work and volunteer
WE LOOK FORWARD TO HEARING FROM YOU

MORE INFORMATION

For an informal discussion about the role, contact Nicci Pitchford on 01900 820820.

APPLY

To apply for this post please, complete the APPLICATION FORM by 9am Monday 22nd January 2024

Interviews will take place in person in the w/c Monday 29th January 2024 on the first floor of CCF’s offices. Reasonable adjustments will be made where required. A pre-interview task will be forwarded to those called for interview for completion in advance.

Professional and personal references will be required prior to appointment. Proof of right to work in the UK will be required.