

Power to Change

Job description for the role of COMMUNICATIONS COORDINATOR

Communications Coordinator, London, Full Time. Salary circa. £22,000 to £27,000

Power to Change is the independent charitable trust that supports community businesses in England, endowed by the Big Lottery Fund. We are seeking an enthusiastic Communications Coordinator with solid written and interpersonal communication skills to make the case for community business. Part of a small highly focused team, you will be working closely with the Director of Communications and Partnerships, Head of Communications, and Media Manager to tell the community business story to a variety of stakeholders. Of graduate calibre, you will have proven experience of coordinating design and production of reports, great writing and proofing skills and a good grasp of marketing analytics. You will be working closely with other like-minded passionate professionals in our organisation to build the profile of a movement that will change the face of the country.

Please send CV, covering letter and Equality and Diversity Monitoring form attached to :
Sheena Pentin - sheena.pentin@careers4change.com

Deadline for applications: Friday 2nd February 2018



Who we are and what we do

Power to Change is an independent trust, whose funding is used to strengthen community businesses across England. We received a £150 million endowment in 2015 from Big Lottery Fund.

At a time when many parts of the UK face cuts, neglect and social problems, we are helping local people come together to take control, and make sure their local areas survive and stay vibrant.

No one understands a community better than the people who live there. In some areas, people are already coming together to solve problems for themselves, and we support them as they run businesses which help their whole community and recycles money back into the local area. Community businesses revive local assets, protect the services people rely on, and address local needs.

Our vision and mission

Our overall vision is to achieve '**better places through community business**', a vision which we will deliver by pursuing our mission which is to 'back people to build successful local businesses for the benefit of their communities'. Power to Change has been established as a spend-down Trust, with the aim of significantly accelerating the growth and impact of community business in England, thereby creating a sustainable legacy of robust community businesses which will endure well beyond the Trust's existence.

Our Objectives

- **To grow the community business sector** such that there are a greater number of high impact, sustainable community businesses at the end of 10 years
- **To transform places** through the positive economic, social and environment impact of community businesses
- **To make the case** to government, business, consumers and other funders that community business is a powerful force for change such that they increase their investment in community business.

Our values

- **Bold** We experiment, take risks and test new ideas. We move quickly to take advantage of opportunities.
- **Informed** We learn from research and from our delivery. We are responsive and adapt to what we have learned.
- **Open** We are transparent about our decision-making. We share knowledge and learning including what has not worked.
- **Collaborative** We work across sectors and respect others' knowledge and experience. We encourage others who share our vision in order to bring about change.

We are an equal opportunities employer, Disability Confident and a Mindful Employer and welcome applications from all candidates irrespective of race, age, disability, sex, gender identity, sexual orientation, religion or belief, or marital or civil partnership status.

Our colleagues are expected to:

- Positively support equality and diversity both within Power to Change and externally
- Help maintain a safe working environment and take responsibility for own and colleagues' health and safety
- Undertake such other duties to support the team as may be requested



Job Description

Role Title	Communications Coordinator
Location	London
Reports to	Head of Communications
Direct Report	None
Role Purpose	<p>Working at Power to Change as a Communications Coordinator, you'll never have a boring day. You could be doing anything from helping to direct a short film to planning a social media campaign, pulling a press coverage report to having a team meeting on a ferry boat (yes, that did actually happen).</p> <p>The main purpose of the role is to support the Communications team to build the community business movement in England. You will be reporting to the Head of Communications, and will also work closely with the Director of Communications and Partnerships, and the Media Manager, as well as the rest of the Power to Change team.</p> <p>This is an exciting opportunity for a rising communications professional to build on their experience and make their mark on a great cause.</p>
Key Responsibilities	<ul style="list-style-type: none">• Planning and producing weekly newsletters for over 5000+ subscribers• Writing award submissions, case studies, presentations• Planning, executing and evaluating social media campaigns (native and paid)• Scheduling and monitoring content across all Power to Change social media channels (Twitter, LinkedIn, Facebook, YouTube, Hootsuite, Instagram)• Coordinating the production of the annual report• Working with agencies to coordinate Community Business Weekend, our annual national campaign• Supporting with event planning, delivery and follow up with sector partners• Developing and managing community business contacts• Signposting queries• Uploading contacts and running campaigns using the Customer Relationship Manager (CRM)• Supporting with the planning, directing and editing of films and photo shoots• Updating the Power to Change website via the Content Management System (CMS)• Brainstorming press feature ideas• Supporting with the writing of briefs for consultants• Contributing to team meetings with fresh ideas and points of view• Designing and producing collateral for the Power to Change team• Supporting the rest of the Power to Change team• Ad hoc tasks and responding to queries from stakeholders



Person Specification

Essential Skills and Experience	<ul style="list-style-type: none"> • Strong communication (visual, written and verbal) and interpersonal skills • Ability to manage your own time efficiently and work independently • Proven organisation, planning and coordination experience • A willingness to learn and get stuck into different projects with enthusiasm • An excellent eye for detail – you could be proofing everything from concise tweets to lengthy reports • A good understanding of social media channels • Friendly, approachable and a proactive team player, with a professional work ethic • Willing to travel around England, with some overnight stays
Desired Experience	<ul style="list-style-type: none"> • A knowledge of CRM and CMS – training will be provided. • Interest in social issues • Indesign

Key Skills	<ul style="list-style-type: none"> • High quality writing skills and spoken English to create engaging and compelling content suitable to audiences • Good analytical skills • Excellent communication skills with a wide-range of stakeholders ranging from the owner of a community pub to a senior politician • Excellent attention to detail and proof reading skills • Confidence and enthusiasm in putting over a case for community businesses in a face-to-face situation, on the phone or in writing. • Ability to work with and advise at all levels internally and externally and build excellent relationships • A “can do attitude”; able to adapt to a changing landscape, overcome challenges and remain solutions-focused • Comfortable working as part of a small, focused team as well as on their own initiative • Excellent prioritisation skills • The creativity to spot a good story or opportunity • An interest and understanding of current affairs and how that plays into the world of community business
Remuneration Package	<ul style="list-style-type: none"> • Salary: circa £22,000 to £27,000 depending upon experience • Pension: Employee contribution 4% Company 5% • Holidays: 25 days plus 8 Statutory holidays • Hours: 9-5pm or as required to fulfil the role • 50% towards health and wellbeing activities up to £1000 a year • Team away days • Sports and social fund • Employee Assistance Helpline • Season ticket loan • Birthday leave • Childcare vouchers • 6 days vocational training or volunteering in a community business