



Cripplegate Foundation

Candidate Information Pack

Digital Communications Manager

Please find enclosed:

- Background briefing
- About the role and about you
- Terms & Conditions
- References
- Equalities Monitoring form
- Recruitment process

For further information on Cripplegate Foundation and Islington Giving please go to
www.cripplegate.org and www.islingtongiving.org.uk

Background Briefing

Are you our next Digital Communications Manager?

- Do you have a proven track record in designing and delivering digital engagement strategies to raise funds?
- Do you thrive in small teams where you can work with colleagues on a variety of projects and campaigns?
- Are you passionate, as we are, about addressing issues around poverty and inequality?
- If so, then you might be just the person we are looking for to join our small and ambitious team

About Islington Giving and Cripplegate Foundation

Islington Giving was launched in September 2010, pioneering new ways of raising money and bringing much needed resources into Islington. It was founded by a coalition of funders and is administered by Cripplegate Foundation, a highly successful, independent London grant giving charity.

Islington Giving operates as a restricted fund of Cripplegate Foundation and brings together a coalition of local, regional, and national funders, residents, businesses, and voluntary organisations to tackle stubborn issues of poverty and inequality. Islington Giving works *with*, not *for*, residents and together we invest in young people, support families, and reach isolated people.

Islington Giving's growing fundraising programme involves local businesses and residents. We have raised over £7m since 2010. Our funding has been raised through a combination of support from trusts and foundations and fundraising from individuals and local businesses which has grown significantly. We raised and distributed over £1.1m in 2020 alone, including through our Islington Giving Crisis Fund focused on support throughout the COVID-19 pandemic.

Islington Giving is an ambitious initiative which has attracted widespread local and national interest. London's Giving, inspired by Islington Giving, was launched in October 2014 and there are now 20 similar 'Giving' schemes across London.

Cripplegate Foundation (a founding partner and administrator of Islington Giving) is a local grant-making foundation which now has an endowment of some £40 million. Our vision is of a society where everyone has the opportunity to live a rewarding and fulfilled life, free from poverty and inequality.

We make grants of £1.7m a year from the income from our endowment and on behalf of others. Cripplegate Foundation operates in the London Borough of Islington and a small part of the City of London.

Cripplegate Foundation and Islington Giving have a small passionate and talented staff team. Cripplegate Foundation is overseen by 17 Governors (trustee equivalent) who make a huge contribution to our success, and Islington Giving has its own board which includes representatives from leading coalition partners. Cripplegate Foundation provides operational support to Islington Giving and manages its resources and programmes, including fundraising.

Why Islington?

Islington is full of opportunity, but can also be a tough place to live, with complex challenges.

- Islington ranks fourth nationally on income deprivation indicators for older people.
- 38% of children in Islington live in poverty. This is the third highest in London.
- 53% (7,500) of primary school age children, and 70% (5,300) of secondary school age children, are eligible for deprivation Pupil Premium.
- Levels of depression and serious mental ill-health are the highest in London.
- Incidence of domestic violence is rising, and disproportionately affects women aged 18–44, as well as BAME women.

It is an exciting time to join us!

The next few years promise to be pivotal in taking Islington Giving and the place-based giving movement even further. The current post holder has made a significant contribution to the development and leadership of fundraising for Islington Giving, including over the challenging pandemic period, and the new post holder will inherit a strong development and communications baseline.

Find out more about our work at www.cripplegate.org and www.islingtongiving.org.uk



DIGITAL COMMUNICATIONS MANAGER

About the role

This role will lead on, and grow, the digital engagement strategy for Islington Giving (75%) and Cripplegate Foundation (25%). You will help to grow our profile with key audiences to raise funds and awareness. Building on recent rebrands and successful appeals, you will help us to engage in a pro-active conversation with stakeholders and contribute to positive experiences for all of our supporters. The post-holder will also support some offline fundraising and communications activity.

The nature of this post could shift to suit the skillset of the right candidate – whether your key strengths are in writing compelling online copy, gathering and telling stories, or creating digital marketing campaigns, we'd love to have a conversation with you about how you can contribute to changing lives in Islington for the better.

Reports to: Director of Development and Communications

Team: working in the Development and Communications team, alongside the Director and the Development & Communications Manager

Main duties and responsibilities

Digital communications and fundraising

- Working with the Development & Communications team, you will help devise and deliver a digital engagement plan across a range of digital channels to contribute to sustainable long-term support for Islington Giving
- To content manage the Islington Giving and Cripplegate Foundation websites
- Work with web developer to develop new functionalities and/or keep websites and hosting up to date
- To support and produce online communications with supporters, connecting our work with topical and relevant news stories via digital channels
- To proactively manage our social media presence, seeking new opportunities for growth and engagement through established channels and testing new channels
- To provide advice and support for colleagues in the use of social media
- To oversee Search Engine Optimisation (SEO) and the use of third-party content
- To work with colleagues to ensure online and offline communications are aligned
- Build, develop and report on paid digital marketing to support further digital engagement and new fundraising campaigns, including Google ads. If necessary by working with third parties (agencies or freelancers)
- Use Google Analytics to track website traffic and measure effectiveness

CRM system

- To support the migration of supporter data from existing systems including MailChimp, donation platform (Donorbox), and eTapestry to a new CRM system, most likely Salesforce
- To support the integration of digital marketing channels with Salesforce over the next 12-24 months
- Take responsibility to be the team lead in the use and management of the CRM system (Salesforce)

Content development and writing

- Work with the Programme team and partner groups to identify and gather stories and experiences to amplify local voices and to create compelling content to raise funds and awareness
- To write content as appropriate for all digital channels and occasionally print
- To support the production and commissioning of film and video content
- To ensure all copy is approved by the relevant team member

Brand

- To maintain and promote Islington Giving and Cripplegate Foundation brand guidelines
- Develop an effective and comprehensive library of images, publications and video assets
- To proof content developed by colleagues

Supporter communications

- Ensuring a good supporter experience through digital media by prompt response to supporter queries and requests
- To work with the Development & Communications team on digital supporter journeys, ensuring consistent messaging
- To ensure supporter records are updated following digital interactions where possible

Internal

- Ensure compliance with Fundraising Regulator best practice online, as well as the Data Protection Act (2018) in all digital communications (PECR and GDPR)
- Be an active member of the team, spotting opportunities to collaborate and celebrate success
- To keep a record of progress against tasks, and to be self-scheduling and self-administrating in order to ensure workplan is completed
- Ensure we have a robust set of KPIs and the means to capture data, track, monitor and report on the success of digital communications activity and performance using digital analytics software and platforms as appropriate

External

- Keeping up to date on trends in digital fundraising and marketing
- Ensure appropriate Intellectual property permissions are given before using external content
- Appoint, manage, and review external digital partnerships and agencies where appropriate
- To build relationships with peers at our partners organisations and other London's Giving organisations, creating opportunities to collaborate where possible
- Assist with the promotion of Cripplegate Foundation and Islington Giving events
- To undertake any other duties that may reasonably be requested

About you

Inspired by our vision of a society where everyone can live a rewarding and fulfilled life free from poverty and inequality, you will thrive in this post if you want to make a positive change for people who live in Islington. Almost 50% of Islington's children live in poverty, and we have one of the highest rates of depression in London. Your skills and experience will help us to amplify voices of residents across the borough, sharing compelling stories and inspiring others to get involved.

You will be a well-organised individual who is solutions-focused, with a passion for communications and fundraising in the digital space. You will be confident in advising others on the best ways to deploy time and energy in raising the brand profile and increasing income for our work.

You will be comfortable working with competing deadlines and priorities, managing your own workload and the expectations of others.

Experience and abilities

- Experience of using digital marketing techniques to achieve organisational goals including to raise funds / new business and awareness
- Excellent written and spoken English, with an ability to write compelling content for a range of audiences
- Experience of producing digital content for a commercial organisation or charity
- Excellent IT skills with demonstrable experience of working with CMS (pref. Drupal and Wordpress, Adobe Photoshop and other Adobe products, Canva, Data Analytics, Basic HTML and CSS skills
- Experience of using and managing CRM databases, preferably Salesforce
- Experience of using Mailchimp or similar platform

Desirable

- A knowledge and love of the borough of Islington
- Strong knowledge and experience of PPC, SEO, digital analytics platforms, data capture, monitoring and tracking and how to use this to improve our digital performance
- Experience of creating effective donation journeys within a fundraising and charity communications environment more broadly
- Some basic UX and UI design experience (including the use of interactive tools such as Sketch or Figma to prototype new landing pages)
- Knowledge of using project management tools such as Trello
- Basic video editing skills
- Some experience using Google Tag Manager

Personal qualities and approach

- An excellent team player with a collaborative approach to the overall fundraising and communications portfolio
- Self-motivated and able to work independently with good time management skills.
- An excellent project manager
- A confident communicator with great interpersonal skills
- Commitment to the values and mission of Cripplegate Foundation and Islington Giving – making a better life for everyone within the borough

We value diversity, equality, and inclusivity. Applications are especially welcomed from underrepresented backgrounds, including but not limited to gender, race, age, sexual orientation, disability, and religion. Please let us know if you require any further support with this application, or the role.

TERMS AND CONDITIONS

The appointment is subject to an initial six-month period of probation, during which performance will be regularly reviewed. The hours worked are flexible by agreement with the Director of Development and Communications. On completion of the probationary period, notice will be one month on either side.

Hours:	Up to 4 days, 28 hours a week
Salary:	£34,000 - £38,000 per annum pro rata depending on experience
Holiday:	25 days pro rata, plus 3 days paid leave over Christmas
Pension:	Employee pays at least 5% of salary and Cripplegate Foundation contributes 3%; this increases to 10% after completion of probation
Reporting to:	Director of Development and Communications
Working with:	Working alongside the Development & Communications Manager, within the Development & Communications team, as well as working closely with colleagues from the Programmes, Finance & Resources teams
Location:	Flexible with some office and remote working. There is currently a general expectation for working from the office for 60% of your working hours. The Cripplegate Foundation offices are located in the heart of Angel, Islington at 13 Elliott's Place, Islington N1 8HX
Training:	Appropriate training to support the post holder in the role will be offered and agreed with the Director.

REFERENCES

Please give the names and addresses of two professional referees, one of whom should be your current or most recent employer. References will only be contacted should you be offered the post after interview.

Name:
Position:
Company/Organisation:
Address:
Email:
Telephone:
In what capacity do you know this person?

Name:
Position:
Company/Organisation:
Address:
Email:
Telephone:
In what capacity do you know this person?

SIGNED:

DATE:

Please note that knowingly giving incorrect information on this application could lead to termination of employment.

Equal Opportunities Monitoring Form

Strictly confidential

To help us ensure that our equal opportunities policy is being carried out please complete all parts of this form. The information given will be kept strictly confidential and only for monitoring purposes. **It will not be used as part of the selection process.**

Job applied for: _____ **Advertised where?** _____

1. Gender: What is your gender?

Female Male Intersex Non-binary Prefer not to say

If you prefer to use your own term, please specify here: _____

2. Disability: A disabled person, under the Equality Act 2010, has a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. **Do you consider yourself to have a disability?**

Please put an x the appropriate box.

Yes No Prefer not to say

If you answered 'Yes' please describe the nature of your disability:

This information is requested for monitoring purposes only – if you need any reasonable adjustments you should arrange these separately.

3. Sexuality: What is your sexual orientation?

Heterosexual Gay Lesbian Bisexual Prefer not to say

If you prefer to use your own term, please specify here: _____

4. Age: Please put an x the appropriate box

Under 25 **25–34** **35–44** **45–54** **Over 55**

5. Ethnic group: Please put an x in the appropriate box to indicate your ethnic background. *(Categories taken from 2011 census).*

Asian or Asian British	Black or Black British	White	Mixed	Other ethnic group
<input type="checkbox"/> Bangladeshi <input type="checkbox"/> Chinese <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Other Asian background, please specify:	<input type="checkbox"/> African <input type="checkbox"/> Caribbean <input type="checkbox"/> Other Black background, please specify:	<input type="checkbox"/> British <input type="checkbox"/> Irish <input type="checkbox"/> Gypsy/ Traveller <input type="checkbox"/> Other White background, please specify:	<input type="checkbox"/> White/Black Caribbean <input type="checkbox"/> White/Black African <input type="checkbox"/> White/Asian <input type="checkbox"/> Other Mixed background, please specify:	<input type="checkbox"/> Arab <input type="checkbox"/> Other ethnic group, please specify:

Thank you for completing this form. It will be filed separately from your application.

The Recruitment Process

Timetable

Deadline for applications	10am, Monday 8th November 2021
Interviews (1 hour Q&A format)	Monday 15 th November 2021 Tuesday 16 th November 2021 (depending on availability)
Final interview (30 minute discussion with Director)	Thursday 18 th November 2021
Decision made & successful candidate notified	Week of 22 nd November 2021

To Apply

Cripplegate Foundation is committed to best practice in Equality, Diversity, and Inclusion We are an equal opportunity and London Living Wage employer. We actively seek and encourage applications from candidates from diverse backgrounds and are keen to ensure that all those that represent the Foundation reflect the communities we serve and the wider community we work in at every level within the organisation.

If you would like to apply for this role, please submit an up-to-date CV and cover letter outlining your suitability for this role.

Please send these two documents as well as the Equalities monitoring form and references form, **by 10am on Monday 8th November 2021**, to recruitment@cripplegate.org.uk

Information

For more information or for an informal chat, please contact lisa.robinson@islingtongiving.org.uk