

July 2024



# Communication and Marketing Assistant

Job Pack



# Welcome!

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We are Community Foundation Wales and we're here to inspire people to give, help Welsh communities to thrive and change lives together.

We have given more than £40m to people and community groups across Wales since 1999 – quite a success story!

Now we are looking for a talented Communication and Marketing Assistant to join our fantastic team – and to help us continue to grow so we can change more lives across Wales.

We have grown over the past 25 years and now have big plans for further development, by encouraging more philanthropy and giving in Wales, so that we can further strengthen the support we give to local communities and charities.

Last year we awarded £2.3m in funding, to 571 groups and individuals. Community Foundation Wales receives income from its endowment fund, now totalling £21m, and also by providing grant programme services across Wales.

This is the perfect time to join us.

We have a strong new funding partnership with Principality Building Society to help improve the health and well-being and build the skills and talent of our future generations.

Recently we launched two key funds to address current challenges facing Welsh communities – our Nation of Sanctuary Croeso Fund and our Communities Together – Cost of Living Fund. This is alongside distributing funding from other grant schemes.

And the future looks bright. Recent research shows projections for strong growth in donor-advised giving and philanthropy.

We have more work to do to share our story in Wales, to reach out and connect with more potential supporters and to better illustrate the impact that we are having in local communities.

This post is the perfect fit for someone who wants to make a difference for people in Wales. It's a great opportunity for someone seeking flexibility through work-life balance and who can themselves be flexible.

We are particularly interested in candidates who are able to work bilingually, ideally able to hold conversations in Welsh and to help create and shape our bilingual content.

We are committed to supporting and promoting equality and diversity to create an inclusive working environment so would encourage applications from candidates from under-represented minorities.

We want to be as accessible as possible and welcome you to get in touch with Anoushka Palmer, Head of Communication and Marketing to talk through the role and discuss your accessibility requirements. You can email Anoushka at [anoushka@communityfoundationwales.org.uk](mailto:anoushka@communityfoundationwales.org.uk) to arrange a call.

We follow a fair and open recruitment process that removes the barriers to appointing talented staff from diverse backgrounds and communities by removing any data from the shortlisting process that could identify a candidate.

Our equalities data collection is anonymous and is only used for us to assess our reach rather than to inform the recruitment process. We endeavour to have diverse representation on the interview panel, to help put candidates at ease.

We have a strong focus on team well-being and on development of personal and work skills. There are plenty of opportunities to learn, and to meet interesting people doing some great things across Wales, as well as working closely with our Trustees.

Through this pack, I hope you enjoy learning a little about us and the important work that happens here and that you feel we are the kind of organisation you would like to be a part of.

We look forward to hearing from you.

A handwritten signature in black ink that reads "Richard Williams". The script is cursive and fluid.

**Richard Williams**  
**Chief Executive**

# About us

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We inspire people to give, help Welsh communities to thrive and change lives together.

For over twenty years, Community Foundation Wales has been supporting charities and community groups with funding to strengthen communities across Wales.

Since 1999, we have awarded over £40m in grants to grassroots community groups and charities across Wales.

We work with our generous supporters to reach the people most in need and help to create positive change in Welsh communities.

Our partnerships help us to gain a stronger understanding into community needs which in turn helps us to shape funds and advise our donors to ensure effective and efficient giving.

We capture and share our learning from our philanthropic work and our grantmaking to inform our continuous development and to influence others in a position to make a difference.

There are over 42,000 community groups and charities in Wales working to improve and develop their communities, using their initiative to meet local needs. These groups and charities understand the challenges faced by people in their community and know how best to tackle these barriers.

This vital work is often carried out on a shoestring budget or voluntary basis so we focus on finding these fantastic projects and organisations, understanding what they are trying to accomplish and supporting them to do so.



# Benefits of working with us:

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- **For your wellbeing:** Flexible working arrangements, hybrid working, training and development opportunities as well as two days a year when you can volunteer in your community.
- **For your health:** 25 days annual leave (pro-rata for part-time working) plus bank holidays as well as 3 days additional leave between Christmas and New Year, long service recognition after 5 years of continuous service, cycle to work scheme, free eye test, monthly well-being initiatives, access to a Health Assured app.
- **For your financial security:** Competitive pension scheme, annual pay review, enhanced maternity pay, paternity leave, adoption leave, employee assistance programme that extends to family.

## Our Values

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We are a values-led organisation. Our values have come from our team, shape how we work and are embedded in everything we do.

### We are good partners

- We respect and value our partners, be they part of our staff and trustee team, donors, supporters and people we work with.
- We understand that partnership makes us stronger and helps us to achieve more.
- We listen and use our skills and expertise to help people make great decisions and deliver results.

### We care about the people we work with

- We are warm, caring and considerate.
- We act with sincerity.
- We do the very best that we can for people in Wales.

### We make a difference

- We are committed to improving lives in Wales.
- We try new things, we fix problems and we learn.
- We are proactive and ambitious.



# What is it like to work here?

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Working for CFW is a really rewarding experience, it's a supportive team environment with a real passion for helping communities thrive. There is always a good balance of work and fun to be had which is a real plus.



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**Ceri Thomas, Grants Officer**

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I'm very happy working at CFW. It is very 'people oriented' both for our clients and staff and is very sensitive to and adaptable to the changing working environment that has been evolving, particularly since the pandemic, perfectly balancing staff flexibility with business needs.



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**Carol Doyle, Finance Assistant**

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CFW is a great place to work, it's a relaxed and friendly environment but with a high level of professionalism. The approach to staff is very nurturing and well-being is a key priority. In return staff give their all to achieve CFW's objectives. Communication is open and honest at all levels, which helps to create a strong team that trust each other.



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**Smitha Coughlan, Head of Finance**

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I've worked in much larger organisations before, and what struck me when I started working at CFW was how efficiently and positively everyone worked together to find solutions to problems and to resolve challenges. There's lots of opportunity to take part in professional development courses if there's something you want to build on, and everyone is encouraged to progress within their role. Flexibility is really key at CFW – if you need time to go to a doctors appointment, see your child's school play or take the car for its MOT, it's never a problem provided you can keep on top of your work, which I really appreciate.



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**Katy Hales, Director of Philanthropy**



# About the role

This is a new role that will support the growth of Community Foundation Wales and the implementation of our marketing and communications strategy.

You will assist in creating compelling content and capturing diverse and compelling stories from our grantees and donors, helping the Head of Communication and Marketing to communicate the importance of our work and share its impact to help grow the reach and brand awareness of Community Foundation Wales.

From research to creation to publishing, you will work with the Head of Communication and Marketing to produce engaging and inspiring content and stories that will engage Community Foundation Wales's key audiences.

You will help organise events and external meetings with our stakeholders that will help us to connect and build our supporter base.

This post requires someone who is eager to take on a degree of responsibility and wants to develop their creative skills. The ideal candidate will enjoy variety and be a self-starter with excellent organisational skills who is keen to learn.

You will ideally be able to work in English and in Welsh, helping us to share stories and communicate with supporters across all of Wales.

The collage features several key elements:

- Top Left:** A poster for 'Changing Lives Together 2022-23' with the tagline 'Helping to strengthen communities to create equality and opportunities for all'. It includes logos for Community Foundation Wales and Sefydliad Cymunedol Cymru.
- Top Middle:** A group photo of award winners standing together.
- Top Right:** A screenshot of the Community Foundation Wales Instagram profile, showing 184 posts, 1,042 followers, and 520 following.
- Bottom Left:** A video player showing a man speaking, with the caption 'Community Foundation Wales Philanthropy Award 2024 winners - Ryan Reynolds and Rob McElhenney'.
- Bottom Middle:** A logo for 'Cronfa Croeso Cenedl Noddfa' (Welsh for 'National Welcome Fund') with the text 'Cefnogi pobl sy'n chwilio am noddfa yng Nghymru' (Welsh for 'Supporting people who are looking for a home in Wales').
- Bottom Right:** A grid of 12 small images showing various community activities, including people working together, children, and group photos.



# Job description - Communication and Marketing Assistant

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**Hours:** Part time – 22.5 hours per week.

Some evening, weekend work and occasional overnight stays are required.

**Salary:** £24,000 pro rata

**Responsible to:** Head of Communication and Marketing

**Location:** Hybrid working: Working from home and the Cardiff office (typically 1 day per week). We would consider this post being home-based for the right candidate, with monthly visits to the Cardiff office.

**Contract:** Fixed term for 6 months.

**Benefits:** 25 days holiday per annum pro rata, in addition to public holidays, plus an additional three days of holidays over the Christmas period, 5% contributory pension, monthly wellbeing sessions, cycle to work scheme.

## Key tasks and responsibilities

- **Content** – support the creation of content such as videos, case studies, and infographics.
- **Social media** – manage the social media content calendar, including planning and scheduling posts.
- **Website** – amend and update website content, acting as the first point of contact for copy update requests from the wider team.
- **Newsletters** – support the writing and production of newsletters to grantees, supporters and partners.
- **Storytelling** – build our storytelling resources including accompanying grants team on project visits to capture photographs and video content and obtaining testimonies from donors, trustees and partners.
- **Events** – assist in the organising and running of events such as CFW Croeso and CFW Connect.
- **Administrative support** – support the wider team with external engagement tasks, providing logistical and administrative support as needed.
- **Bilingual communications** – liaise with translators to help produce quality bilingual documents and copy for digital platforms.
- Undertake any other reasonable duties and responsibilities as directed by the Head of Communication and Marketing.

# Key Skills and Experience

## Essential

- Educated to degree level, or equivalent experience working in a communications, marketing or digital marketing role.
- Experience of using social media in a professional context and working knowledge of the different types of social media and their best use.
- Experience of editing websites, using content management systems such as WordPress.
- Creative, with an eye for design and layout.
- A high level of IT competency.
- A great communicator and writer, with a high level of attention to detail.
- Excellent organisational skills with the ability to prioritise.
- Appetite and willingness to learn new skills.
- Ability to work both independently and as part of a team.

## Desirable

- The ability to speak and write in Welsh. We are a bilingual organisation and the ability to work in Welsh would be a strong advantage for a candidate with all the skills and experience we are seeking.
- Experience of using Adobe Creative Cloud.
- Experience of using design platforms such as Canva to produce digital assets.
- Basic video editing skills using apps such as CapCut.
- Experience of using e-newsletter software such as Mailchimp, or equivalent.
- Experience of working in the third sector.

# How to apply

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**Please submit a CV along with a covering letter** that highlights why you'd like to work at Community Foundation Wales, what attracted you to consider this role, and how your experience and expertise will add value to our work, helping Community Foundation Wales to fulfil its ambitions.

Please send your CV and covering letter, along with a completed equal opportunities monitoring form, to [info@communityfoundationwales.org.uk](mailto:info@communityfoundationwales.org.uk) with the subject line **'Application for the role of Communication and Marketing Assistant.'**

We know that interviews can be a daunting experience. If you are shortlisted, we want to put you at ease by:

- offering the opportunity to speak with a member of the team before a interview to chat about the Foundation and what it's like to work here, to help you to get to know us better.
- committing to fully understanding any additional needs and/or any access requirements you may have, and putting any necessary requirements in place within good time.

The key dates and steps are listed below:

- **Book a call with Anoushka, Head of Communications and Marketing** to learn more about the role – week commencing Monday 15th July 2024
  - **Deadline for applications** – Monday 29th July 2024 at midday
  - **Invite candidates to interview** – By Friday 2nd August 2024
- Please note only successful candidates will be contacted.*
- **Opportunity for selected candidates to speak with a member of staff** – Wednesday 7th August 2024
  - **Interviews** – Wednesday 14th August 2024

## Good luck with your application!