

January 2025



Head of Communication and Marketing

Job Pack



Croeso!



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 Head of Communication and Marketing to join our fantastic team – and to help us to 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 £24m, and also by providing grant programme services across Wales.

This is the perfect time to join us.

The foundation is growing in its reach and impact. Together with our partner community foundations, we are the fourth biggest charitable funders in the UK.

We have just completed a year of celebrating our 25th anniversary, with events in Cardiff, Wrexham and London and philanthropy awards presented to Hollywood stars Ryan Reynolds and Rob McElhenney, Redrow founder Steve Morgan, actor Michael Sheen and Henry and Diane Engelhardt, who set up Moondance Foundation.

And we have new funding partnerships in place with Principality Building Society, People's Postcode Lottery and others which are helping us to reach more communities than ever in Wales.

Research shows projections for strong growth in donor-advised giving and philanthropy. Our work will grow, creating sustainable funding for communities today and for future generations.

But 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.

In 2025 we can look forward to building towards a new 5-year strategy under our new chair Judi Rhys, where communications will play a key role in helping us to grow and strengthen our connections. We also have a new partnership with GlobalWelsh which help us to reach out to the Welsh diaspora and strengthen their connections with Wales.

This post is perfect fit for someone who is passionate about making a difference for people in Wales and who thrives working strategically and operationally.

We understand the importance of communication and marketing at Community Foundation Wales and it is integral to what we do. The Head of Communication and Marketing will see you working at senior level in the organisation and externally with our partners.

You will work with some great people - including our incredible board of Trustees - and benefit from fantastic development opportunities.

We are a bilingual organisation working across the whole of Wales, so the ability to work bilingually would be a real advantage.

We are committed to supporting and promoting equality and diversity and encourage applications from candidates from under-represented minorities.

We want to be as accessible as possible and welcome you to get in touch with myself to talk through the role and any accessibility requirements. Email me at richard@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.

Diolch yn fawr.



Richard Williams
Chief Executive

About us

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

For over 25 years, Community Foundation Wales has been supporting charities and community groups with funding to strengthen communities across Wales.

Since 1999, we have awarded over £45m 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:

- **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 additional leave days after 5 years of continuous service, cycle to work scheme, free eye test, monthly well-being initiatives, access to the 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

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?

“

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.



”

Ceri Thomas, Grants Officer

“

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.



”

Carol Doyle, Finance Assistant

“

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.



”

Smitha Coughlan, Head of Finance

“

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.



”

Katy Hales, Director of Philanthropy



About the role

The Head of Communication and Marketing is a critical role that supports the growth of Community Foundation Wales through implementation of our marketing and communications strategy.

The role shapes how we share stories and communicate about the foundation, helping us to build support and extend our impact with key audiences.

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

This post requires someone who is eager to take on responsibility and is able to leverage their influencing skills. The ideal candidate will enjoy variety – no two days are the same here – and be a self-starter with excellent organisational skills who has a passion for making a positive impact on Welsh lives.

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'.
- Top Middle:** A group photo of award winners with the Welsh text 'Cefnogi pobl sy'n chwilio am noddfa yng Nghymru'.
- 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 the 'Community Foundation Wales Philanthropy Award 2024 winners - Ryan Reynolds and Rob McElhenney'.
- Bottom Right:** A grid of 12 images showing various community events, including people working together, children, and group photos.

Job description - Head of Communication and Marketing

Hours: 37 hours a week.

Some evening, weekend work and occasional overnight stays are required. We are happy to consider a reduced working week for the right candidate.

Salary: £40,000 FTE

Responsible to: Chief Executive

Location: Working from home and the Cardiff office (typically 1 to 2 days per week in the office).

Contract: Full time and permanent.

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

Key tasks and responsibilities

Leadership

- To provide leadership as part of the Senior Management Team.
- To support Trustees in developing and growing the impact of the Community Foundation.
- Support the development and implementation of the business plan.
- Lead and support on projects and tasks as required by the Chief Executive, in line with the scale and general nature of the post.

Lead and deliver Community Foundation Wales' strategic communications

- To develop and deliver a communication and marketing strategy to enhance the impact of Community Foundation Wales and support the delivery of the business plan.
- To deliver strategic, creative and data-driven communication campaigns that show our impact, enhance our voice and influence donor/grantee behaviours.

Creating content and media management

- To ensure Community Foundation Wales is able to share its story with its key audiences, by producing engaging and effective content.
- To lead media outreach and opportunities, getting stories of our work and successes in front of the right people.
- To act as the first point of contact for media enquiries, ensuring relevant staff are available and briefed for interviews and appearances.

Managing and developing Community Foundation Wales' brand

- To ensure our brand is managed in line with our vision, mission and values.
- To support the ongoing development of our brand and act as a guardian of its implementation across all channels and outputs.

Key Skills and Experience

Essential

Qualifications and experience

- Experience of working in a senior communications role in the third sector.
- Experience of planning, delivering and evaluating creative communications activities and campaigns.
- Experience of managing and developing a brand.
- Knowledge and experience of managing a variety of social media platforms including monitoring and evaluation.
- Experience of traditional media relations; writing and selling-in press releases, creating relationships with journalists and evaluating media coverage.
- Experience of using Content Management Systems e.g. WordPress
- Experience of managing external suppliers and agencies.

Skills

- Ability to copywrite and copy-edit to a high standard.
- Initiative and creativity to develop engaging ways to tell stories and interact with audiences.
- Ability to prioritise work in order to meet competing deadlines.
- Natural communicator with excellent written, oral and interpersonal skills.
- Ability to negotiate, persuade and influence people at every level.
- Strategic thinking skills with the ability to identify new opportunities.

Attributes

- A people-person with a positive attitude who presents themselves professionally and confidently.
- Highly-motivated person who takes initiative and runs with ideas.
- Has an ability to tell compelling stories using a range of formats and media.
- A flexible team player.

Desirable

- The ability to work in Welsh. We are a bilingual organisation and the ability to write and speak Welsh would be a strong advantage for this role.
- 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.

How to apply

Please submit a CV along with a covering letter that highlights why you'd like to work at Community Foundation Wales and how your experience and expertise will add value to our work, helping to fulfil our ambitions. The covering letter should be **no more than 2 A4 sides** and attached as a separate Word or PDF document.

Please send your CV and covering letter, along with a completed equal opportunities monitoring form, to Amelia Lee (at our recruitment partner Charity People) with the subject line **'Application for the role of Head of Communication and Marketing.'**

Amelia Lee, Regional Director: amelia@charitypeople.co.uk

If you are shortlisted, we want to put you at ease by:

- offering the opportunity to speak with a member of the team before interview to chat about the Foundation, our communication and marketing work 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.

Key dates and steps:

- **Deadline for applications** – January 31, 2025
- **Shortlist** – Week commencing February 3. Please note only successful candidates will be contacted
- **First stage** – Initial interview (via Microsoft Teams) – February 13 and 14
- **Second stage** – Successful candidates will be brought forward to an Interview Day at our office in Cardiff – February 24

Good luck with your application!