



Communications Manager

Job grading / salary scale: 4 (£27,648 - £32,000, PA/PR)

Hours of work: 28-35 hours per week/4-5 days per week

Reporting to: Head of Operations & Fundraising

Managing: Digital Marketing Assistant

Home based with expectations of working from central Bristol office at least one day per week

Purpose:

Frank Water is an international development charity and wholly owned trading subsidiary, working domestically in the UK as well as overseas in India and Nepal, with a vision of a future where everyone, everywhere has access to resilient water resources for generations to come.

Frank Water is now seeking to appoint a new Communications Manager to a permanent contract, joining a small, passionate team.

This role will report to the Head of Operations & Fundraising and will work closely with the whole Frank Water team in the UK and overseas.

The purpose of the role is to develop and implement a communications strategy in line with the organisational strategy and values. This role aims to build on the strong brand of Frank Water, providing fresh, powerful narratives to team members to encourage donations, engagement and support. This role will shape the direction of communications for Frank Water, starting with an animated video, as we enter our 18th year.

The ideal candidate will have at least two years' experience in communications and have knowledge of how to translate technical information into a positive story demonstrating need.

You'll communicate the organisation's purpose and needs in a clear, consistent way to team members for external use, and will manage the branding of the charity and CIC. You will also manage, empower and develop the Digital Marketing Assistant to grow as they support you with online communications.

The successful candidate will be proactive, organised, and a great communicator with strong attention to detail. You will have proven your communications skills and have a gift for quickly building strong working relationships with internal and external stakeholders. You will possess a self-motivated, tenacious, and can-do attitude.

It is essential you have a passion for our cause and a desire to develop an understanding of all aspects of our work, with the ability to travel throughout the UK, and on occasion to our projects overseas, as required.



Strategic responsibilities

- Develop and implement a written communications strategy that supports Frank Water's overall organisational objectives.
- Analyse and report on all aspects of communications to key stakeholders including the Board of Trustees.
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media.
- Develop the charity brand, creating powerful narratives and messaging that captures hearts and minds of supporters and stakeholders and clearly communicates our mission and impact.

Core communications responsibilities

- Maintain and develop the Frank Water website to reflect the organisational structure of Charity & CIC, succinctly explain our groundbreaking programmes both overseas and in the UK, demonstrate our innovative approach, increase online donations and sales and ensure the user experience is smooth and effective.
- Manage website agency to ensure edits and improvements are delivered quickly and to a high standard.
- Manage and expand Frank Water's social media presence, sourcing and sharing newsworthy content from all areas of the charity. Produce regular analysis detailing social media activity to share with staff.
- Develop Frank Water's thought leadership strategy, placing Frank Water CEO and other key members of the team in appropriate media where their voices will be heard by the people we want to engage with.
- Increase the organisation's profile across media by developing relationships with target media representatives.
- Write proactive press releases, respond to media requests, and keep a record of all mentions.
- Act as spokesperson for the charity and CIC where necessary.
- Lead on copy writing and production of marketing materials and key publications including an annual, public-facing version of impact report.
- Deliver monthly e-newsletters (tailored and segmented to reach different audiences according to content).
- Produce creative, on-brand communications materials for everyday use. e.g. general flyers, thank you cards, business cards.
- Manage and maintain the value and integrity of the Frank Water brand as used by our partners and our own team to ensure consistency across all internal and external communications.
- Manage Digital Marketing Assistant to achieve agreed objectives



- Work with Head of Fundraising & Operations and Head of Programmes & Funding to improve internal communications to ensure all staff, volunteers and supporters are better engaged in the Frank Water story, its work and impact.
- Provide structured training to staff on branding where necessary and ensure staff are well briefed on key communications issues.
- Prepare and monitor the annual communications budget.

Fundraising

- Support Fundraising function with content and final materials (digital and print) for each income stream: Appeals, major donors, corporate partnerships, legacy fundraising, events fundraising and community fundraising.
- Continue to develop and implement the adoption journey to ensure all Frank Water supporters are given appropriate opportunities for progressing and expanding their relationship with the organisation.
- With support from the Digital Marketing Assistant, source and develop a bank of stories, images, quotes and testimonials for use across everyday communications as well as for specific appeals and events.
- Providing channels for PR/communications opportunities which raise our partners' profile and nurture positive relationships by celebrating our partnerships publicly.

Social Enterprise

- Support Frank Water CIC with design and print - this includes producing promotional and PoS materials (print, video, digital) for CIC partners - stockists, festivals, refill service customers.

Key Skills & Abilities

- The ability to think creatively
- Excellent presentation, oral and written communication skills
- Being an excellent team player who can work on your own initiative to plan and manage your workload
- Close attention to detail in every area of your work
- Demonstrable teamwork and organisational skills
- Ability to develop strong relationships both internally and externally
- Willingness and ability to work within a small organisation with a small and part time staff team operating from an open-plan office environment.

Experience & Requirements

- Experience in preparing communications and translating programmatic/technical documents into clear, understandable language (essential)
- Comfortable using communication programmes (Adobe/Canva/eNewsletter creation) (essential)



- Experience managing social media and a brand's online and offline media presence (essential)
- Passion for Frank Water's cause and desire to develop an understanding of all aspects of our work (essential)
- Flexible and willing to undertake occasional travel in the UK and overseas, when necessary (essential)
- Experience of developing a communications strategy (essential)
- Experience of working in the charity sector (essential)
- Experience of developing thought leadership strategies (desirable)
- Experience in managing staff (desirable)
- Experience of working in international development (desirable)

If you feel you have the interest and skills to successfully undertake this role, then we want to hear from you.

To discuss the role, please email kendacott@frankwater.com or call Katie Endacott on 01173294846, extension 212.

To apply, please forward a CV and covering letter outlining why you wish to be considered for this role, to kendacott@frankwater.com **by 9am on Monday 23rd May 2022.**

Interviews, including a skills-based test, are likely to take place in the week commencing 30th May 2022.