

Communications Executive

Recruitment Pack





Raiche and Beth, who have used and support our services through volunteering.

Dear Communicator

Wouldn't it be great to make 2021 the year that you made the biggest impact during your communications career yet? Join us as Communications Executive and you'll be part of a progressive and passionate team. We've a relentless focus on making brighter futures for all survivors of burns and scars.

After holding off on re-recruiting roles and creating much-needed new ones over the pandemic, we're now ready to rebuild! It's such a game-changing time to work in healthcare and visible difference. And this is especially true of The Katie Piper Foundation. We have established an intensive rehabilitation service for survivors in the UK's first ever live-in rehabilitation centre for adults with burns and scars. This is alongside digitally provided tele-rehabilitation direct into the homes of survivors. We are eleven years old this year and we're making more impact on the lives of survivors than ever. So there's lots to tell people to compel them to support.

Katie's passion for this life-transforming cause is contagious. You'll be supporting her activities and telling her story, along with those of many other survivors and their families.

You might not have covered all of the areas of communications detailed in this pack before, but as long as you can see how you can apply skills from the parts you love, know well and have delivered on before, to the other parts... you've got this! The commitment to recruiting this role shows our commitment to putting communications, including digital, first.

You'll be a huge influence on how we engage our audiences and therefore change people's lives who have been through the very worst and deserve to thrive.

Thank you and best wishes, Carla Cornwell, Head of Fundraising & Communications.

Job Description

Location:	Home-based with travel into London and/or Merseyside when required
Hours:	Minimum 21 hours per week to full-time – flexible to fit the right recruit
Duration:	Permanent
Reports to:	The Head of Fundraising & Communications
Salary:	£28,868 - £33,962 per annum pro rata

Benefits

- Holidays: 28 annual leave days a year (pro rata) plus bank holidays.
- Pension: 3% contribution.
- Pay: Regular pay reviews.
- Flexibility: Committed to flexible working across the team, including for parental and other care responsibilities.
- Wellbeing: Time and space available for wellbeing with the team and individually.
- Covering costs: Travel covered for home-based roles as well as work laptop, work phone and basic home office set-up.
- Learning & development: Career Professional Development and information training and development. You'll be guided and coached by the Head of Fundraising and Communications who's been living and loving fundraising for over fifteen years. And what's great is that the Chief Executive Sarah, has come from an Income Generation Director background too, so there's lots of in-house opportunities.

Job Purpose

To enable brighter futures for all survivors of burns and people living with scars, by engaging people to take action for and with The Katie Piper Foundation, with strategy at the forefront of your work.

Job Summary

Using skills across **marketing, digital, campaigning, brand, and PR**, you'll be responsible for engaging our amazing existing audiences as well as reaching out to new ones. You'll reach ambitious and measurable goals by treasuring those audiences. You'll integrate those skills mentioned, to further develop well thought out plans behind the creative front-facing stuff. You'll have a pretty blank canvas on several areas and in others, existing effective foundations. Some of the 'bread and butter' planning and tools aren't 'nailed' yet, like our website and accessible stories and content. We're not stuck in our ways, so there's scope to be innovative and transformational.

You'll spend most of your time between:

1. Survivor Services: Promoting our charitable services to increase referrals and ensure open and easy access for all survivors and maximising relevant referrals and collaboration with experts in the field.
2. Sustainability: Improving the quality of communications with existing supporters and new groups, to power-up KPF's financial sustainability through income generation.

You'll be spoilt for opportunities in this role, not short of them! But what we *are* short on is both time and money resource. So the trick to achieving will be great prioritising - having an eye for weighing up time against outcomes, and having a flexible approach. Regarding money resource, you'll need to be creative in how you deliver on a modest budget and skilled at presenting investment cases to secure investment for future years.

Key Responsibilities

You'll see that there's a lot covered in the responsibilities below. We're going to jump in here and pre-empt the natural response which is "this is too much for one person!". We get that. The below is a list of everything that needs to be considered and prioritised by the communicator taking this role. You don't have to *do* all of it, you need to *take the lead* on the specifics of how little or how much of each we do, based on what survivors tell you and how our strategy steers you.

Stories, impact and content

- Put patients and burn survivors at the heart of your work, taking a consultative approach as standard, integrating their input into strategy, planning and delivery as well as having a progressive approach to fully-informed consent.
- Demonstrate our impact to audiences, through sourcing case studies, conducting interviews, spotting quotes, videos, audio and photographs from patients, survivors who use our service and stakeholders adhering to and further developing the consent process.
- Sort and rationalise our powerful images collated over many years, and go on to create a process for the management of the image library, with the support of a volunteer archivist.
- Plan filming and photography to build new images for story-telling.
- Prioritise incoming media, including social media opportunities.

Strategy and Planning

- Co-create a communications strategy putting the rapidly changing role of digital media and other pandemic influences at its heart.
- Plan, deliver and lead multi-channel campaigns and projects, using project management skills grounded in communication.
- Identify fresh campaign (primarily digital) opportunities as well as improving quality on existing engagement work.
- Lead on finding solutions to the unique challenges of being a small charity with high ambition for communications – for example having no in-house designer, press assistant etc.
- Explore and evaluate the effectiveness of our current brand (logo, look and feel, language etc) and make recommendations to any refreshing needed and timelines.
- Establish the role of PR in integrated communication pushes.
- Assess our potential and the need for lobbying and campaigning on topics connected to making life easier for people who are survivors of burns or living with severe scarring.

'Doing' and Delivery

- Arm your services colleagues and fundraising colleagues with the tools needed to deliver key messages to peers in health care and donors respectively e.g. PowerPoint presentations, short videos and photo scrolls for fundraising team mates to show on phones or tablets.
- Design and deliver communications for survivors entering into services to improve the quality of their experience.
- Lead on the design of new identities when needed for fundraising activities or charitable services.
- Contribute to online or 'in real life' events.
- Manage and deliver regular updates, content, discussion and comments on social media platforms and e-newsletters.
- Embed marketing and comms into the new database.
- Promote our research and evidence to inform those in healthcare and beyond about pioneering rehabilitation techniques and transformations for the survivors who use our services.



Being the best we can be

- Demonstrate our core values yourself, and proactively direct the organisation on where they can be integrated.
- Manage internal communications.
- Deliver on targets (sometimes contributing to income targets) and performance indicators.
- Monitor, evaluate and report on projects, activities and campaign progress and outcomes.
- Monitor the financial spend of areas of responsibility against budgets.

- Make recommendations to your fundraising colleagues on how to maximise new digital and social media tools.
- Contribute to broad goals of the whole charity, which feed into giving all survivors a brighter future.



Audiences and Relationships

- Tailor communications considerably to groups which vary from small numbers of medical professionals in the burn care sphere, to large groups of social media followers of Katie's.
- Write copy for collateral and channels, briefs for speeches and media appearances - ensuring the right tone of voice is used, and doing that with immaculate grammar and spelling.
- Develop and maintain media relations, working with Katie Piper's PR and management team closely.
- Source volunteers and also partnerships, agencies and providers (pro bono where possible) to support your work in producing visually and verbally compelling content. Manage those relationships.
- Engage in the charity and visible difference sectors, and communications disciplines to ensure your own development to inform KPFs planning and delivery.
- Keep internal stakeholders fully informed on plans and progress. Be their key point of contact for them when working on shared objectives and projects.

General Responsibilities

The post holder will;

- provide cover for colleagues as directed by The Head of Fundraising & Communications
- have access to confidential data on staff, survivors and services within KPF and need to maintain confidentiality and security in line with KPF policies and broader legal obligations e.g. GDPR
- be required to participate in the assessment of risk
- contribute to regular annual staff development review

- KPF is committed to Equal Opportunities for all, therefore expects all employees and volunteers to understand, support and apply this through their working which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration
- be expected to keep themselves updated on all matters relating to procedure and policy
- familiarise themselves with matters relating to health and safety management reporting risks.

This is an outline Job Description and may be subject to change, according to the needs of the service, in consultation with the post holder.

Your Team and Key Relationships



- The most important relationships to form and develop in your role will be with supporters and survivors generally and through the Survivor Advisory Board, at the heart of our charity.
- This role is not a new one, but is ever changing! You'll be part of a Fundraising & Communications Team with the Head of that team, a Fundraising Executive and a Fundraising Coordinator. We're lucky to be able to soak up the knowledge and energy of the other six staff team members who are on board with our engagement goals.
- We need you to have a level of experience that we can learn from, and in return, you'll be guided and coached by the Head of Fundraising & Communications who's been in the charity sector for over fifteen years. And what's great is that the Charity Director, Sarah, has been a Director of Income and Communications before, so has this area as a background, and your back too!
- As well as the wonderful whole KPF staff team, you'll need to develop relationships with; our colleagues at our partner hospital Fairfield Independent Hospital, The Board of Trustees, Katie and her own commercial and personal contacts and peers in the sector.

- Location wise, the staff team cover all bases by being spread around the UK! It comes naturally to us to reach out to each other and share exciting news and challenges, but we don't take that sense of team connection for granted. So we have regular calls and meet up for planning and of course drinks and socials too – so working from home never feels lonely!

Person Specification

Factor	Essential	Desirable
Education / Qualifications	N/A	<ul style="list-style-type: none"> • Studies demonstrating communication skills e.g. professional marketing qualification.
Experience of	<ul style="list-style-type: none"> • Effective marketing and communications. • Integrating diversity and inclusion into communications output. • Multi-channel communications in a relevant setting. • Taking decisions and actions that are in keeping with organisational strategy and values. • Working with, meeting and exceeding targets. • Coordinating multiple complex communications activities simultaneously • Digital, including social media management in a professional context • Regular and detailed reporting communicated in a clear way. 	<ul style="list-style-type: none"> • Track record of <i>both</i> effective marketing <i>and</i> PR. • Practical actions you have taken or improvements you have made towards achieving diverse representation and fair access to opportunities for people who experience discrimination. • Proven success in multi-channel campaigns in a charity setting. • Familiar with communicating to healthcare professionals • Familiar with communicating with audiences to encourage financial engagement
Skills / Knowledge	<ul style="list-style-type: none"> • Numerate and articulate with excellent working knowledge of Microsoft Office including Teams. • Organisational/project management skills. 	<ul style="list-style-type: none"> • Awareness of the concept of 'opportunity cost' when choosing where to invest resource.

	<ul style="list-style-type: none"> • A spread of areas of communications (if you're not from a multi-disciplinary role or haven't had a range of roles covering all areas mentioned, demonstrate that you have been exposed to an environment where you understand areas that are not your lead skill area – eg if you have worked as a Digital Marketeer, you must demonstrate knowledge of press relations. • An eye for look and feel of brand and how to integrate that across channels. • Knowledge and understanding of safeguarding vulnerable adults. 	<ul style="list-style-type: none"> • Knowledge of cloud tools such as video editing and Canva
<p>Communication Skills</p>	<ul style="list-style-type: none"> • Can articulate messages clearly and concisely for short mediums as well as handle editing of lengthy academic documents – and can edit draft materials to suit audiences. • Puts people at ease, particularly those telling personal stories for the charity to tell on their behalves and shows empathy for them and respect for the process. • Able to work as a team player within a small team in a fast-paced environment. • Effective at pushing back on suggestions and saying 'no' to less suitable activities. 	<ul style="list-style-type: none"> • Able to work with a broad range of personalities utilising motivational and diplomacy skills.
<p>Qualities / Values</p>	<ul style="list-style-type: none"> • Aligned to our values of being; survivor led, caring, respectful, supportive, passionate, progressive. • Is ambitious balanced with a realistic awareness of limitations of environment. • Is dynamic and flexible to maximise unforeseen opportunities. • Has passion and vision for KPF's work. • Assumes responsibility for quality of work with a strong work ethic. • Problem solves creatively with a solution focussed attitude. • Listens to others, seeks understanding and is collaborative in approach. • Shows commitment when things are tough. 	<ul style="list-style-type: none"> • Able to give examples of how you have demonstrated these specifically in a professional scenario.

Your Application

Please apply via Indeed using this [link](#)

- **Closing date: *extended* to midnight, Tuesday 17th August 2021**
- **Initial stage: weeks commencing 23rd August 2021 and 30th August (with flexibility)**
- **Interview: weeks commencing 30th August and 6th September 2021 (with flexibility)**
- Your supporting statement is such an important part of your application. We can't make assumptions about your suitability, so the information that you give there is key for us for shortlisting. We are looking for evidence that you can thrive as Communications Executive.
- Your statement should not exceed 400 words. Please address these three questions in the statement:
 1. How have you worked effectively in a similar role?
 2. What are the stand-out skills you have which suit this role?
 3. What isn't covered, or doesn't come across in your CV that you'd like us to know?
- Please do call or What's App Carla Cornwell, Head of Fundraising and Communications if you have any questions on 07903 187 309. For any questions about the process or administration of submission, please contact Mercedes Rothschild Steiner on mercedes@katiepiperfoundation.org.uk.
- Please let us know if you need us to adapt the process to best suit any needs around disability.
- Please note that we reserve the right to close this recruitment process early, should we receive a high volume of applications.
- If you don't hear from us within two weeks of the closing date, please assume that we aren't inviting you to continue to the next phase, on this occasion.
- Please note that all offers of employment will need references deemed satisfactory by KPF and proof of eligibility to work in the UK.

Data Protection

The data you provide in your job application will be used by KPF to assess your suitability for employment by us in the role you have applied for. We only share your data with third parties to obtain criminal records checks (where necessary) and to process data on our behalf (such as a third party organisation assisting with the recruitment process and our payroll provider). We won't use your data for marketing or fundraising purposes. By applying for this job, you consent to KPF processing your data (including any criminal offences data and sensitive personal data given such as data relating to your ethnic origin or sexual orientation) for this purpose.

Insight From Previous Team Executives

“The Katie Piper Foundation is an amazing place to work, with a fantastic culture of fundraising across the organisation. Everyone gets it, everyone knows how vital it is in order to deliver outstanding care to survivors of burns. I was supported to succeed as a fundraiser from day 1, and you will be too. If you want a role to grow and grow into, this is the role for you.”

Katie Jones
Previous Fundraising Executive

“No day is ever the same at The Katie Piper Foundation but every day is interesting, inspiring and diverse. It is a place where you can challenge yourself and have ownership of your work and projects. You can influence the particular work pattern you have, so it’s perfect to fit in another role or commitments and still have good work/life balance. For someone motivated to make a real impact this is a fantastic fundraising role. I’m excited for you that you’ll also get to see that the most fantastic people are at its heart – incredible survivors, the team and of course Katie – if you love people, you will love this job as much as I loved my old role.”

Carly Tucker
Previous Fundraising Executive



We look forward to receiving your application to join us in our work to create a brighter future for all survivors of burns and people living with scars.