

Recruitment Pack



Communications and Storytelling Lead
Help transform the lives of Burns Survivors with
your skills.

Dear Potential Applicant,

The Katie Piper Foundation is a small, national charity founded in 2009 by Katie Piper, a survivor of a horrific and high-profile acid attack, which resulted in severe burns and scarring. We exist to provide support and assistance to survivors who have endured life-altering burns and traumatic scarring. Our primary mission is to enhance the quality of life for survivors by helping them rebuild their lives by addressing physical, mental and emotional needs through a comprehensive package of rehabilitation and support. We are the only charity in the UK providing a comprehensive burns rehabilitation pathway, giving long-term support to a survivor after their discharge from NHS acute care is complete.

We are now looking for someone extraordinary to join our small but mighty team as our Communications and Storytelling Lead.

This is a new role, funded by The National Lottery Community Fund, and is crucial to the development of the charity over the next 3 years. You will grow our Brand, tell our story, raise income, and help develop relationships with the NHS, partners, and funders. You will be part of a small but mighty team full of a passion for this life-transforming cause. You'll work with a wide range of individuals and groups including survivors, healthcare professionals and our fabulous staff team as well as external supporters and businesses.

This role has the potential for growth and development. You will have a huge influence in shaping our current and future Communications Strategy so that we can continue supporting burns survivors.

If you have any questions or would like an informal chat about the role please contact me at veronica@katiepiperfoundation.org.uk or 07852 741531

Thank you and Best wishes



Veronica McBain, Fundraising and Marketing Manager.

Katie Piper Foundation Job Description

Post:	Communications and Storytelling Lead
Reporting to:	Fundraising & Marketing Manager
Accountable to:	Chief Executive
Location:	Home-based with travel across the UK occasionally
Contract:	Permanent (subject to successful probation period)
Hours:	Part-time 21 hrs/week - open to flexible working arrangements. Occasional evening and weekend work required to fulfil the role
Salary:	£30k (Pro-Rata)
Benefits:	<ul style="list-style-type: none">• Holidays: 28 annual leave days a year plus bank holidays (pro rata if part-time)• Pension: 3% contribution. Enhanced maternity and paternity leave• Pay: Annual pay review• 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.• Work laptop, work phone and basic home office set-up provided.• Learning & development: Continuing Professional Development and information training and general development.

Communications and Storytelling Lead

This is a versatile role that encompasses all areas of Communications, with a strong emphasis on enhancing our digital presence using your storytelling and marketing skills. You will collaborate closely with the Fundraising and Marketing Manager to develop and execute a new Communications strategy. Additionally, you will assist in planning, designing and producing marketing materials to promote our rehabilitation services, as well as create compelling fundraising collateral for events and appeals.

Are you a natural storyteller with a passion for making a real impact?

We're looking for a dynamic, creative self-starter to join our team as the Communications and Storytelling Lead. In this role, you'll shape our organisational voice, guide our brand evolution, and create compelling campaigns that engage a diverse audience—from healthcare professionals to survivors, supporters, and donors.

Why this role is exciting:

You'll get to work closely with inspirational burns survivors, including our founder Katie Piper, manage high-impact projects, contribute to high value fundraising events, such as our annual carol concert and bring our work to life through powerful stories and creative marketing. From leading brand expansions to crafting emotionally engaging online content, you'll help raise awareness and bring more people into our mission.

This is your chance to combine your passion for storytelling with your skills in communications, digital marketing, and branding to create a lasting, meaningful impact.

Key Responsibilities:

- **Brand Leadership:**

- Drive the expansion of the Katie Piper Foundation brand as we grow, contributing to projects like website redesign and ensuring brand consistency across all platforms.
- Act as the 'Brand Guardian' influencing colleagues and volunteers to protect the charity's brand identity.

- **Strategy and Planning:**

- Work closely with the Fundraising and Marketing Manager to develop and implement a multi-year communications and marketing plan that amplifies our work, including coordinating impactful fundraising campaigns.
- Collaborate with the Fundraising and Marketing Manager to execute the Digital Strategy, aimed at engaging and expanding the Katie Piper Foundation's supporter base across all digital platforms.
- Leverage a deep understanding of burns rehabilitation, the services provided by The Katie Piper Foundation, and the Charity's income needs to enhance its reputation and increase awareness, especially within the NHS and the specialist burn care sector.
- Plan and execute communication campaigns for national initiatives such as Mental Health Awareness, Burns Awareness, and other key awareness dates relevant to the Charity.

- **Communications Management:**

- Oversee all communications activities, managing the annual calendar in alignment with the overall Fundraising and Service provision plans, while ensuring the Charity's priorities are balanced and met.
- Assist the Fundraising and Marketing Manager in coordinating and maximising fundraising opportunities through digital campaigns. Leverage storytelling to create engaging content that fosters meaningful connections with donors and supporters, ensuring regular, impactful communication.
- Manage our social media channels, newsletters, and website, creating standout content with graphic design elements.
- Manage the development, production, and distribution of various materials, including resources for survivors, carers, and referrers. Additionally, coordinate and write content for key publications such as annual reports and key messaging. This role also involves hosting Clinical Marketing Meetings to ensure consistent and up-to-date communication about our services.

- **Partnership Engagement:**

- Collaborate with the Senior Management Team to promote rehabilitation services and optimise income generation.
- Partner with clinical staff to design and execute campaigns aimed at engaging healthcare professionals, raising awareness of the Katie Piper Foundation's services, and increasing referrals and boost collaboration.
- Engage with external partners and funders as needed, working on joint content where appropriate

- **Monitoring and Evaluation:**

- Measure the effectiveness of marketing efforts and make data-driven improvements to optimise impact.
- Utilise analytics to generate reports for the Senior Management Team, assessing the effectiveness of campaigns, social media, and other initiatives.

- **General Duties and Responsibilities**

- All Katie Piper Foundation employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure that they always comply with Charities policies and procedures.
- Employees must demonstrate commitment to their personal development and are required to make a positive contribution to fundraising and raising the profile of the Charity.
- Strict confidentiality applying to all aspects of the Charity's business must always be observed
- To be prepared to work flexibly to suit the needs of the department as and when required.

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between post holder and employer.

**Who we are looking for
Is this you?**

- You have at least 2 years of experience in marketing or communications.
- You're a creative thinker with a passion for storytelling and proven graphic design skills.
- You want to make a difference for those affected by life-altering burns and scars.
- You have experience in content creation across multiple platforms
- You're an excellent communicator with strong organisational skills and a collaborative spirit, confident communicating with a wide variety of stakeholders
- You're comfortable managing projects, and you thrive in a fast-paced, impact-driven environment.

- You are confident and comfortable working independently in a remote working setting.

Bonus Skills:

- Experience in the charity sector
- Proficiency in Adobe Creative Suite, website management, and/or managing online platforms.
- Experience developing and managing ambassador programs.

Perks of the Role:

- Be part of a values-driven organisation that prioritises courage, resilience, teamwork, and inclusivity.
- We are open to varying flexible working – this is a remote role for 21 hours a week
- Attend high-profile events and network with a wide range of stakeholders
- Opportunity to make a tangible difference in people’s lives.

Person Specification

Requirement	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Minimum of 2 years’ experience in Communications or Marketing Role • GCSEs or equivalent in English 	<ul style="list-style-type: none"> • Experience working within the charity sector.
Competencies	<ul style="list-style-type: none"> • Working with web content management systems and basic coding to link to third-party transaction sites. • Exceptional content creation, copywriting and storytelling across all platforms. • Considerable expertise in social media management and developing successful e-marketing campaigns across multiple channels. • Expertise in creating engaging designs for digital and print – using adobe creative suite • Good knowledge of SEO, web analytics, and online email marketing systems • Exceptional written and verbal communication skills to inform, train, motivate, empathise, negotiate, and resolve issues both in person and remotely. Ability to creatively simplify complex terminology into inspiring, accessible language 	<ul style="list-style-type: none"> • Lead on building new / upgrading website. • Generating media coverage through a range of channels • Developing a successful multi-channel marketing and communications strategy • Understanding of budget and financial management • Ability in tracking and monitoring web and social media activity, writing reports and making recommendations. • Ability in writing optimised web content.

	<ul style="list-style-type: none"> • An understanding of working in a supporter-focussed charity environment • Highly organised, able to prioritise varied workloads, plan effectively and work to tight deadlines. • Understanding compliance requirements of GDPR, ICO, Fundraising Regulator and other charity and legislative bodies • Ability to work well within a team and independently 	
Knowledge	<ul style="list-style-type: none"> • Knowledge and understanding of digital communications and social media trends. • Hootsuite or similar platform • Mailchimp • WordPress • Good knowledge of using Adobe Creative Suite or similar • Content Management System for website 	<ul style="list-style-type: none"> • ModX • SurveyMonkey • Fundraising environment
Personality	<ul style="list-style-type: none"> • Excellent interpersonal and communication skills, with the ability to form good relationships at all levels and with a wide variety of external organisations. • Diplomatic and sensitive, especially in balancing an understanding of the provision of care with the need to generate income. • Empathetic to the beneficiaries of our charity, survivors of burns. • Able to work on own initiative and as part of a team. • Confident • Reliable • Accurate 	
Motivation	<ul style="list-style-type: none"> • Enquiring mind • “Can do” attitude. • Flexible • Interest in the work and mission of the Charity 	

Location: UK-based applicants only.

If you're passionate about communication, storytelling, and transforming lives, we'd love to hear from you!

Your Application

Please email in PDF format, both your CV and a *supporting statement to veronica@katiepiperfoundation.org.uk

*We will not consider applications submitted without a supporting statement

- **Closing date: By Sunday 13th October 2024**
- **Shortlisting: w/c 14th October**
- **Interview: w/c 20th October**
- 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. Please show how you meet the person's specifications and would deliver on the job description for *this* role *specifically*. Please *do* use lots of examples. We are looking for evidence that you can thrive as our Communications and Storytelling Lead. Feel free to submit your supporting statement in any format you wish.
- If you would like a chat with someone before you submit your CV, please contact Veronica at the email address above.
- Please let us know if you need us to adapt the process to best suit any needs, neurodiversity or disability.
- 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 The Katie Piper Foundation, a DBS check and proof of eligibility to work in the UK.

Data Protection

The data you provide in your job application will be used by The Katie Piper Foundation 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 The Katie Piper Foundation 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.

Thank you for considering this role.