

Content and Communications Associate

Job Description

December 2021

Introduction

Thank you for considering this role at Fair4All Finance. As we continue our exciting growth plans to deliver on our ambitious goals and refreshed strategy, we're looking for a creative and resourceful **Content and Communications Associate** to join our Strategy and Policy team.

You will be joining a talented and driven team overseen by a committed and impressive board. Our [high calibre team](#) is drawn from a range of backgrounds spanning CEO, Partner and Director roles within Financial Services institutions through to leaders in impact investing and social purpose organisations.

The reach and influence of our team makes this an exciting place to work and enables us to engage important stakeholders at the highest levels.

We have put together this job pack to give you some insight about us and what it is like to work here, as well as some understanding about the roles we have on offer and the skills and experience we are looking for.

About Fair4All Finance

Fair4All Finance has been founded to increase the financial wellbeing of people in vulnerable circumstances by increasing access to fair, affordable and appropriate financial products and services.

We were established in 2019, in response to the government's commitment to allocate dormant assets money to financial inclusion initiatives.

Our vision is of a society where the long-term financial wellbeing of all people is supported by a fair and accessible financial sector.

Our mission is to increase the financial resilience and wellbeing of people in vulnerable circumstances through improving the availability of fair and accessible financial products and services.

We have three main priority areas:

- **Expanding provision of affordable credit** through a scaled community finance sector
- **Partnering with banks and financial services providers** to support the delivery of products and services for customers in vulnerable circumstances
- **New product and market development** –developing and scaling products and services to address market gaps

You can find our full strategy [here](#). And there's more information on our latest activities in our latest [newsletter](#).

Our values

Fair

We're impartial, open and rigorous in making sure our work has the right impact. We share a strong sense of fairness and we're determined to make the system work better for everyone.

Inclusive

We value diversity and difference. We also recognise the financial system has a disproportionate impact on those excluded, so we'll work doubly hard to ensure their voices and insights are reflected in our team and inform our work.

Bold

The problems we're tackling require bold solutions and we won't shy away from being radical. We're prepared to take considered risks in order to make a difference.

Compassionate

We believe in treating everyone with dignity and respect, and we work with empathy to consider the needs of everyone we interact with. We take care in communicating the hard choices we'll inevitably have to make.

Collaborative

We know we can't change the system on our own and we don't have all the answers. So we work in partnership with inspiring organisations as together we're stronger.

Our Benefits

We know that thoughtful and progressive treatment of people in their work creates mutually positive benefits. To deliver on our ground-breaking work we need to have a team that can deliver outstanding work and our benefits strategy supports this goal.

We created a benefits package that enables a culture where people thrive and to:

- enable people to manage their time to maintain a healthy balance with a focus on outcomes rather than hours
- provide support for people to sustain their financial, physical, and mental health
- enable people at different life stages to support those they care for and give back to their communities

Financial security

We believe that our financial benefits offering should enhance people's financial wellbeing and resilience. We want to encourage a savings habit, provide income resilience to cover life shocks or life events such as family or caring responsibilities and retirement.

| Benefit | Details |
|---------------------------|---|
| Pension | A competitive contributory pension, with employer contribution matching 2:1 (up to 12% employer contribution) |
| Insurance policies | Life assurance, critical illness, and income protection to give you reassurance for any unforeseen ill health problems and to look after your family's financial future |
| Loan | Payroll savings and interest free cost spreading loans to smooth any lump payments and give financial reassurance |
| Family leave | Enhanced and equalised maternity, shared parental and adoption leave and enhanced paternity leave |

Health and wellbeing

We want to ensure that our team can easily access everyday healthcare for mental and physical health and at a low personal cost. We encourage and support our people to proactively manage their health. Our health cash plan also covers your dependents and an option to add other members.

| Benefit | Details |
|--------------------------------|--|
| Health care cash plan | Reimbursement for everyday health costs such as eye care, dental and physiotherapy in addition to a range of alternative treatments such as acupuncture and access to X-Rays and consultations |
| Fitness and exercise | Access to discounted gym membership, health assessments and NHS approved app to support mental and physical health |
| Health and legal advice | 24-hour confidential telephone help line for financial, health or legal advice |
| GP and prescriptions | 24-hour access to a GP with a prescription service |
| Counselling | 8 face to face counselling sessions |

Holidays

Taking appropriate time off to recuperate and balance is a key part of our health and wellbeing strategy. Everyone is entitled to the same amount of enhanced company holiday regardless of their role or length of service.

| Benefit | Details |
|---------------------------|---|
| Holiday allowance | 27 days holiday plus bank holidays (pro rata) |
| Additional holiday | Buy up to 10 days additional holiday (pro rata) |

Agile working

We recognise the importance of having a great balance between home and work responsibilities, so we do everything we can to support flexible working. Flexible working arrangements are something that we discuss collaboratively before any arrangements are agreed by your manager.

| Benefit | Details |
|-----------------------------|--|
| Flexible arrangement | <ul style="list-style-type: none"> Flexible or hybrid remote/home and office working Compressed or part time hours including 4-day week and 9-day fortnight Informal flexible arrangement around core hours of 10.00am – 4.00pm |
| Moments that matter | <ul style="list-style-type: none"> Time off to care for dependants IVF and family planning |

Reflection, learning and development

We are invested in your learning and development, and we expect you to be too. Our approach reflects what we know to be most effective, and we've adopted a 70:20:10 approach. 10% of our learning will be formal learning, 20% through coaching and independent learning and 70% through application in our roles.

We also set aside 2 days a month as a team, to create space for reading and reflection.

Content and Communications Associate

Location

London E1 6LS, home working or a mixture of both.

The team are currently from home and our office. We'll be as flexible as possible in light of any Covid-19 restrictions and challenges.

Accountable to

Strategic Communications Manager

Terms

Permanent, full-time. Open to job shares and flexible working

Salary: £35,000 - £37,000 depending on experience

All applicants must have an existing Right to Work in the UK

Role purpose

We are looking for a Content and Communications Associate to support the delivery of our Strategic Engagement and Communications plan as we look to deliver system change across the financial services sector.

There are over 14m people with low financial resilience in the UK. We are communicating a positive vision of the way customers can be holistically supported through access to financial products and services which improve their wellbeing. This is both a challenging and exciting communications opportunity. One which this new role will contribute significantly to.

You'll be responsible for creating content that directly increases the profile of Fair4All Finance and our work, across social and traditional media, so that the stakeholders we're trying to influence grow and improve their financial inclusion practices.

This will include communicating best practice for how financial products and services, when working well, can help customers. It will also include stories of why this work is important, directly talking about the impact on the people we hope to help. The outcomes of this will be increased awareness and action on financial inclusion issues among our key stakeholder groups.

You'll also help the Strategic Communications Manager guide and support our team to effectively engage, build relationships and influence our key stakeholders.

We're a small team with big ambitions and this is a brilliant opportunity to join a dynamic and challenging communications environment. It's a great role for someone who is keen to get involved in all aspects of communications and stakeholder engagement. It would suit someone who is happy to be hands on in delivery and enjoys making complex information easy to understand for a number of audiences.

Our strategy has three key elements with a focus on engaging and communicating with:

- 1 Those already serving this customer group** – providing support to help them grow and reach more customers
- 2 Mainstream banks and financial service providers** – to identify partnership opportunities for innovating and scaling best practice in serving this customer group
- 3 Government and regulators** – to develop policy and regulation that enables providers to serve customers in vulnerable circumstances well, in a way that helps alleviate poverty

You will have responsibility for:

- Creating a wide range of content to share best practice, insight and updates on our progress to our different stakeholder groups (mostly Business to Business)
- Supporting the Strategic Communications Manager and the team in delivering our Strategic Engagement and Communications Plan
- Helping the team produce clear, well designed content in line with our brand and values across all communications channels
- Measuring the effectiveness and reach of our engagement and communications

Your responsibilities

In this role your focus will likely be split across some key areas of work:

Content (60%)

- Develop, create and distribute content that engages and influences our key stakeholder groups
- Produce a wide range of written materials, including press releases, blogs, articles, social media posts, case studies and briefings, particularly highlighting the positive impact on customers of well designed financial products and services
- Lead on expanding our social media presence (Twitter and LinkedIn) creating, sourcing and sharing newsworthy information from across the financial inclusion space
- Lead on creating and maintaining a regular content calendar with input from across the team
- Lead on the production of key publications including reports and progress summaries that share learnings from our programmes and investments
- Support the development and management of our website, including generating new content, monitoring performance and suggesting improvements to functionality

Events and media relations (20%)

- Support the team to deliver events (on and offline) to engage stakeholder groups
- Support on all media relations and proactively seek opportunities to raise awareness of our work and financial inclusion issues more generally
- Help develop and manage an effective media monitoring capability
- Be willing to get stuck in and enthusiastically support efforts outside of core job description to advance our mission as a core part of a small and resourceful team

Strategic communications and stakeholder engagement (20%)

- Support the Strategic Communications Manager and team with ongoing key account engagement
- Maintain and optimise stakeholder distribution lists on our CRM system (MS Dynamics)
- Support the Strategic Communications Manager and Leadership Team with wider public affairs efforts
- Monitoring and co-ordinating on-brand responses to comments and queries received via social media, our website and our central email inbox
- Help champion positive communications within the team that align with our values and brand guidelines

Person specification

The ideal person will enjoy working in a small team where they take ownership for creating clear and engaging content that can drive change. And helping to enable others in the team to do the same.

You'll be happy to contribute ideas to our communications and engagement plans. And you'll spot opportunities to improve how we work and help make them happen. You'll seek feedback and input and will be generous in providing it to others.

Organised and with an eye for detail, you'll be just as happy creating great content as you will editing, proofreading and fact-checking to get a communication over the line.

And most importantly, you'll share a passion for our mission to increase the financial resilience of people in vulnerable circumstances.

Essential experience and capabilities include:

To be successful you will have:

- Excellent copywriting, editing and proofreading skills with the ability to adapt tone and style for different channels and audiences
- Ability to design and deliver impactful communications in the context of a B2B strategy
- Ability to develop effective working relationships internally and externally to produce clear, personable and professional content
- Ability to work across a diverse and range of projects, understanding complex information and translating it into clear and engaging content
- An understanding of what drives engagement and impact on social media
- Creative and resourceful with a good eye for detail and design
- Strong organisational skills and the ability to express yourself effectively
- Ability to work with designers to deliver communication campaigns
- Ability to manage and prioritise a busy communications and engagement work programme often to tight timescales

Desirable experience and capabilities include:

It would be great if you also had:

- Relevant work experience in a hands-on communications, media or PR role
- Media relations skills with a track record of building and maintaining contacts and achieving coverage
- An understanding of how communications can support an organisation's overall mission
- An understanding of the UK financial services sector
- Experience of working with influencers and brand/cause ambassadors
- Digital marketing skills

Personal characteristics:

We'd expect you to be:

- Able to deal with complexity and uncertainty and work under your own initiative
- Comfortable with innovative and experimental ways of team working
- Organised, hands on and delivery focussed
- Great at building relationships at all levels
- Inquisitive and willing to learn
- A great communicator!

Terms of employment

All applicants must have an existing Right to Work in the UK.

Fair4All Finance is committed to being a diverse organisation that is truly representative of the people and communities we serve. We are an equal opportunities employer with an inclusive environment where different experiences, expertise and perspectives are valued, where everyone is encouraged to grow and develop and all team members can contribute to their fullest potential.

Applications are welcome from people of any age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status or social economic background.

We are determined to ensure that all team members and applicants receive fair and equitable treatment or are not disadvantaged by any inappropriate conditions or requirements being placed on them.

When we are recruiting, we actively seek to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential team member may need to be successful.

We recognise the importance of a good balance between work and home life, so we do everything we reasonably can to accommodate flexible working.

Applications

Please apply through BeApplied by Monday 17th January 2022

After the job advert closes, your answers will go through a sift process: randomising and anonymising answers to take out individual information that could add biases into hiring decisions. This enables application reviewers to review each answer objectively.

People scoring the applications will not have seen your CV at this stage of the process so please try your best to answer questions with specific examples and without simply rephrasing your CV, which they will review later in the recruitment process.

Fair4All Finance team members are currently working from home and our office. We will be as flexible as possible in light of any COVID-19 priorities and challenges which you may be facing.