Recruitment Pack
Communications and Marketing Manager
December 2023
Welcome!

Thank you very much for your interest in the role of Communications and Marketing Manager at Rosa.

This is a full time, permanent position, offered at £40,000 a year.

We hope that this pack will give you plenty of information before you apply. Our website www.rosauk.org will also give you lots of background on our organisation and our work.

We want anyone who believes they meet the Person Specification to feel comfortable and confident in applying for this role. It is our responsibility to make the application process accessible, and to give you the information you need to decide whether you are going to apply.

If you require the pack or any further information in a different format, or have any questions before you apply, please get in touch through recruitment@rosauk.org and you’ll hear back from us.

If you’d like a phone call with our Head of Fundraising & Communications, about whether this role might be right for you, let us know by email at least one week before the application deadline, and we’ll arrange a time.

The deadline for submitting applications for this role is 14\textsuperscript{th} January 2024.

We hope to hear from you, and if you do decide to apply, good luck with your application.
About us

Rosa was founded in 2008 by a group of women with a passion and commitment to the UK women and girls’ sector, led by Marilyn List of the List Family Foundation. Rosa remains the only UK funder dedicated to supporting and investing in organisations led by and for women and girls across the country.

Our vision is of a society in which women and girls are safe, healthy and equal. We believe the women and girls sector is crucial to delivering this goal. Organisations working with women and girls deliver life changing and lifesaving services, advocacy and campaigning across a huge spectrum of issues that women in the UK face today. However, the sector is under threat because it is woefully underfunded.

Despite the crucial work these organisations deliver, the women and girls sector receives just 1.8% of charitable funding. Rosa exists to address this issue. We raise and distribute money, through grants, to women-led organisations, so they can deliver their important work on the ground. We are the only funder that provides grants for women-led campaigns.
About Us (continued)

We have a history of working with a range of high-profile crowd-funding campaigns, including #TimesUp (the UK arm of the #MeToo movement) and Reclaim These Streets, the campaigning group set up in the wake of the appalling kidnap and murder of Sarah Everard.

As well as providing grant funding, we provide training and networking opportunities to strengthen the work of women-led organisations, including our annual conference. We also conduct sector-leading research and advocacy, to evidence the need for investment and to make the case for more funders to invest in women and girls.

You can hear our CEO, Rebecca Gill, talk about our work on a recent Standard Issue Podcast.
What we value

We have core values which guide and shape how we work. We seek out people who share and live these values.

**Transparent:**
We recognise our power as a funder and strive to constantly improve our work.

**Collaborative:**
We work with and for our partners, constantly identifying ways to collaborate rather than compete.

**Bold:**
We seize new opportunities, and we are not afraid to take risks in pursuit of our mission and vision.

**Agile:**
We adapt our work swiftly to meet the changing needs of the women and girls’ sector and the wider context.

**Inclusive:**
We value the diversity of the UK women and girls’ sector and seek to harness the power of its different perspectives.

We are a small team of dedicated and dynamic colleagues who work tirelessly to support our investment in women’s and girls’ organisations, providing ongoing training, events, research and communication to build capacity across the wider sector. We are a professional organisation with high expectations of all our staff.

We work closely with our Board of Trustees who bring expertise in women’s issues, leadership and philanthropy.
Equality, diversity and inclusion statement

Rosa takes its commitment to equality, diversity, and inclusion extremely seriously, recognising the value that this adds to our success. Rosa welcomes applications from people of all backgrounds and life experiences. We are therefore particularly keen to hear from people from across the UK, people with a variety of educational backgrounds and experiences, people from Black and Asian communities and other racially minoritised ethnic groups, and disabled people.
About this role

The Communications and Marketing Manager plays a crucial role at Rosa, developing and delivering clear and compelling messaging about our work and impact. This role will drive growth and engagement across our communications channels to support fundraising, build brand awareness and continue our crucial support to the women and girls’ sector.

Reporting to the Head of Fundraising and Communications, this role has a broad remit. The ideal candidate will be able to balance strategic planning with the busy day to day communications requirements of a small, grant making charity.
Job Description

You will be responsible for:

▪ Growing and maintaining Rosa’s audiences and building brand awareness through the management and delivery of Rosa’s Communications Strategy.

▪ Managing Rosa’s communication channels and database, including producing and generating content. This will involve liaising with Rosa’s staff team, external stakeholders, funders and grantees.

▪ Overseeing the production of marketing materials and publications (video, fund reports, research reports, Annual Report and Accounts).

▪ Developing a new digital fundraising strategy at Rosa, to build new donor audiences.

▪ Recruiting and managing a range of consultants to support with communications strategy, media management, design, digital and website design and development.

Continued....
Job Description (continued)

Content creation and management key tasks:

- Plan, write and publish content on Rosa’s social media channels.
- Manage email marketing, including editing the Rosa newsletter.
- Manage and create content for Rosa’s website (in Wordpress), working with our digital agency to support web design, development, security and monitoring.
- Oversee the media function at Rosa, coordinating the creation of press materials and media responses with our external communications consultancy.
- Manage and monitor social media, newsletter and website analytics to improve engagement.

Continued….
Publications and marketing materials key tasks

- Coordinate the design of publications (fund reports, research reports and Annual Report) with our external design consultant.
- Work with the Head of Fundraising and Communications to develop stories of impact, including working with grantees to expand Rosa’s library of case studies.

Digital

- Develop and deliver the digital strategy for 2024/25 onwards.
- Plan, manage and implement digital campaigns to raise awareness, raise funds, maximise profile and highlight impact and need. Currently two campaigns planned in 2024/25 to coincide with 16 Days of Activism in November and International Women’s Day in March.
Person Specification

This is the section you will refer to the most during the recruitment process. Below, we have listed the specific skills, knowledge, experience and personal attributes we are looking for.

**Essential**

- Experience in creating engaging content across a range of formats (email, digital, website, publications, media).
- Experience of delivering digital fundraising campaigns for a charity.
- Experience of managing a website, newsletter, and social media.
- Competent/confident in WordPress, Mailchimp, Twitter, LinkedIn and website analytics.
- Experience of – and interest in – liaising with external stakeholders including funders and beneficiaries.
- Understanding of data management and data protection.
- Energy, passion and enthusiasm for Rosa’s values, goals and beneficiaries
- A commitment to equality, diversity and inclusion

Continued....
Desirable

- Experience of managing external consultants.
- Knowledge of UK Women and girls’ sector and/or issues facing women and girls.
Contract terms and benefits

Job title: Communications and Marketing Manager

Reports to: Head of Communications and Fundraising

Contract type: Full time, permanent

Salary: £40,000

Location: This is a hybrid role combining home working and office-based working in Rosa’s office, Holloway Road, London.

Working hours: 35 hours a week, Monday to Friday. Some evening work will be necessary, for example Trustee and Committee meetings. Any overtime to be agreed in advance and compensated through time off in lieu (TOIL). We will consider part-time (28 hours min) for the right candidate.

Probation period: 6 months (as for all permanent positions)

Notice period after probation: 2 months
Holidays: We offer 25 days per year plus 3 days for our Christmas closure plus bank holidays.

Sickness: We recognise that Statutory Sick Pay is very low, so our enhanced sick pay seeks to be generous after passing your probationary period.

Pension: We contribute 5% of annual salary into Rosa’s workplace pension provider, and you contribute 3%. Rosa’s workplace pension provider is The People’s Pension.

Team Days: Regular days to support learning, development and collective imagination as a team

Other Time Off: You may be eligible for other kinds of paid leave, including but not limited to:

- Enhanced Maternity Leave
- Enhanced Adoption Leave
- Enhanced Paternity Leave
- Shared Parental Leave
- Time off for Dependants
- Bereavement Leave
- Compassionate Leave
Pre-work checks

In the interests of transparency, we want to be clear to applicants for all roles at Rosa that, for candidates who are offered a role following interview, we carry out referencing in two different ways:

▪ Formal referencing: we request that candidates supply us with two referees - one of them must be your most recent manager / point of accountability and one must be a peer or someone you manage;

▪ Social media checks: in line with our anti-discrimination principles, we also check candidates’ social media profiles for further information on alignment with Rosa’s commitment to anti-racism and our values.

Appointment is subject to the above formal references, and social media checks, which are only completed for candidates who are successful at interview. Final offers are conditional on satisfactory references being received.

We will ask you to provide evidence of your right to work in the UK.

If you have any questions or concerns, please drop us a line at recruitment@rosauk.org
How to apply for this role

If you are interested in applying and excited about working with us but are unsure if you have all the right skills and experience, we’d still like to hear from you. If you would like to arrange an informal discussion about the role before applying, please email: recruitment@rosauk.org.

To apply for this role, you will need to complete the application form, attaching an up-to-date CV and covering letter outlining your relevant skills and experience relating to the listed responsibilities and person specification. Unfortunately, we can only accept applications from people based in the UK.

We also ask all applicants to complete an equal opportunities monitoring form and submit this via an online form. Your answers really help us understand how we are doing in attracting a broad range of candidates. Every question has a ‘prefer not to say’ option. These monitoring forms are anonymous and cannot be linked in any way to your application.

We will confirm receipt of your application in an email.

Data collected during our recruitment process will be treated as per this data notice.
Next steps and minimum criteria

Our shortlisting panel will select the applicants they would like to meet for interview. They will focus on applicants who have met the following minimum criteria:

- Submitted a completed application, with CV and covering letter, before the deadline
- Provided relevant information on their work history, training and qualifications without significant unexplained gaps
- Scored ‘met’ for all criteria tested in the application form

The panel will allocate interview slots to candidates who have scored most strongly against the criteria listed in the responsibilities and person specification. This will mean scoring at least ‘met’ on each criteria tested and will most likely mean scoring ‘strongly met’ in some areas.

All applicants will be contacted by end of 22nd January 2024 whether they have been shortlisted or not.
Interview Process

If you are successfully shortlisted and invited to interview, we will send you an email in advance with the following details:

- The date and time of the interview
- A link to the Zoom meeting
- The names of the interview panel members
- The interview questions

The interview process will include a short test that can be taken at a date and time of your choosing (within the interview week). You will be asked when you would like to complete the test and it will be sent to you by email at your chosen time. You will have one hour to complete the test and email it back to recruitment@rosauk.org

If you have access needs for the test or the interview, please let us know and we will meet them.
Feedback

All applicants who attend an interview will be offered individual feedback.

For those not selected for interview, in place of individual feedback we can provide, on request, a short summary of what we found that the strongest applications had in common, which we hope will help you with future job applications.

Key Dates

Application Deadline: 14th January 2024
Shortlisting Complete: 22nd January 2024
1st Interviews: w/c 29th January 2024
2nd Interviews: w/c 5th February 2024
Ideal Start Date: As soon as possible

Thank you again for reading this pack, and we hope to hear from you.
Rosa Fund

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Registered Charity: 1124856
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