

JOB DESCRIPTION

Senior Communications Manager

The opportunity

We are looking for an outstanding communicator who can join our small team and add value to our work through giving the causes we prioritise greater visibility, helping engage those with the power to make a difference, and contributing to meeting ambitious long-term goals. The individual will have a strong track record in developing and delivering strategic communications activity which is integral to programme delivery. The successful candidate will bring creativity, the ability to take initiative, and to originate high quality written and other content, that builds a compelling narrative which engages and inspires audiences we seek to influence. The successful candidate will work closely with the programme leads to promote the causes that we prioritise.

Background

The Calouste Gulbenkian Foundation is an independent charitable foundation established in Portugal in 1956. It is one of the largest European foundations, with headquarters in Lisbon and offices in London (the UK Branch) and Paris. The fundamental purpose of the Foundation is to improve the quality of life for all throughout art, charity, science and education. The Foundation is committed to the future, to those most vulnerable, and to the value of culture.

The UK Branch is focused on building coalitions to tackle complex global problems. Based in London, the UK Branch sits at the heart of a world centre for philanthropy which enables us to deliver on the Foundation's mission using our networks, experience and way of working. We look ahead, thinking globally and acting locally, to create the conditions for change by connecting across borders of all kinds – national, cultural, organisational, disciplinary and social. We prioritise the vulnerable and underserved in the UK and elsewhere. You can read more about our work on pages 4-5.

What to expect from us at the UK Branch

The following hallmarks reflect how we approach our work:

We seek an impact greater than our limited resources might suggest

- We believe in balancing the long view with quick wins that inspire confidence in uncertainty
- This means looking over the horizon and helping each other to make the best use of resources

The big picture is important to us

- We believe we all play different roles in complex ecosystem
- This means understanding where best we're placed to act and joining the dots

We can't achieve anything alone

- We believe that collaboration depends on trusting, sharing relationships
- This being open to difference, having the right conversations, learning and growing together

We are curious and enabling of others

- We believe evidence is important and the solutions are out there
- This means being creative, flexible and responsive to the outside world as well as investing in our own development

The role

The Senior Communications Manager will play a key role in ensuring our work is well understood, and supported, by those we seek to influence in the UK, Portugal and, selectively, further afield. Working closely and collaboratively with our programme leads and the director, the manager will ensure that we maximise the impact of our work through learning about and amplifying the contributions of partners that the Foundation supports and telling a story of change.

We are currently delivering three programmes each with different communications needs and opportunities. Together, these reflect a way of working, a relationship with the Foundation as a whole, and positioning in the UK. We do not need or seek a profile for its own sake but know that a strong and effective communications function can help us by:

- building awareness of new work by integrating communications into programme design and delivery to engaging partners in appropriate ways through the programme life-cycle
- providing a role model for others in delivering effective communications and engagement
- maintaining visibility for successful interventions that encourages interest from practitioners, funders and policy-makers to meet programme goals
- inspiring others to continue work we have supported at an early stage
- enhancing impact by engaging colleagues in Head Office supportively in our work and integrating communications and influencing activity with theirs where appropriate
- contributing to a culture of accountability that shows how the UK Branch contributes to impact that aligns with the overall mission of the Foundation
- contributing to the overall reputation of the UK Branch and the contribution it can make to the work of the Foundation and its beneficial impact in society.

We are looking for someone who will bring experience and enthusiasm to a wide brief where the ability to take initiative and to prioritise will be essential. We are seeking a strong team player willing to show how his/her skills can add value to our work and contribute to achieving organisational goals.

For the right candidate, there is the scope to combine this role with developing our approach to monitoring and evaluation at the Foundation. For us, evaluation is intended to enhance accountability by telling our story of impact in a way that reflects favourably on the Foundation of which the UK Branch is a small part.

JOB DESCRIPTION**1. Develop and deliver a strategic communications plan in collaboration with the UK Branch team**

- work alongside team members to design a communications plan that enhances the work of each of our programmes, and the UK Branch overall, by identifying activities that engage audiences we want to reach
- deliver aspects of the communications plan (drafting regular newsletters and mailings, originating and curating content for the website, and contributing to the design and delivery of events)
- develop and maintain systems needed to implement the plan, including the communications calendar, social media (primarily Twitter), websites and email supporter lists
- commission content in the form of video, audio, podcasts, audio slideshows and animation that engages audiences
- monitor and report on communications activity to demonstrate its contribution to meeting programme objectives

2. Support the director, and other colleagues, in aligning programmatic goals with ambassadorial activity, including maintaining strong relationships with colleagues at Head Office

- support the director and other team members in strengthening relationships with colleagues in Head Office by ensuring reports and other papers resonate with their work and ambitions
- help maximise the value of engagement with other funders, senior policy-makers and opinion formers by identifying opportunities for advancing programmatic goals
- identify appropriate opportunities for presenting our work at national and international level
- help develop angles for presentations, preparing briefing documents, and drafting speeches

3. Manage our publications and corporate identity in line with guidelines from Head Office

- lead in the production of publications either corporate (the annual report, strategy document) or related to particular programmes (learning or legacy reports)
- take responsibility for proofreading and organising design and print
- act as guardian of our corporate identity in the UK and support partners to acknowledge our support

4. Contribute to organisational effectiveness by undertaking management and reporting tasks

- contribute actively to management meetings and UK Branch trustee meetings
- help foster a strong collegiate relationship with the UK Branch team and with colleagues in other parts of the Foundation
- oversee contracts with contractors providing communications services ensuring that they offer a consistently reliable, high quality and cost-effective service.
- provide reports on our communications and influencing work and its effectiveness
- contribute to tasks that enable us to comply with policies from Head Office on archiving, evaluation and monitoring

As outlined above, for the right candidate this role may also comprise some elements **of leading our evaluation work** which the recruit could take on over time although this is not essential for a successful applicant. This would include:

- developing the UK Branch's approach to evaluation and learning, embedding it in day-to-day work
- ensuring that reporting requirements from Head Office are delivered upon in a timely way
- leading on the commissioning of independent evaluations of programmes and the relationship with external consultants
- acting as a champion for learning in the team and encouraging others to be reflective
- contributing to groups examining evaluation and learning in the Foundation sector

EXPERIENCE AND SKILLS

Experience

Experience gained in paid work of the following:

- communicating complex issues to diverse audiences
- planning and managing a diverse range of different influencing and communications activities
- developing/commissioning websites with a knowledge gained of the mechanics of the processes involved
- developing relationships with selected stakeholders, both to learn from, collaborate with and influence

- developing press contacts and/or working with the press or other media
- writing in a range of different mediums (for the web, briefings, press releases, etc.)
- organising and facilitating events, both online and in-person such as publication launches, roundtables, panel events
- commissioning and managing third party contractors (e.g. designers or printers)
- experience working in one or more of our areas of focus e.g. arts or environment (desirable)
- knowledge of the philanthropic sector (desirable)

For the monitoring and evaluation element:

- some experience of commissioning external evaluations
- understanding of different approaches to evaluating impact and a willingness to build expertise
- demonstrable commitment to learning

Skills

The successful candidate will:

- have an excellent understanding of communications and influencing channels and technologies and how an organisation like us might best deploy them
- have excellent written and oral communications skills
- demonstrate an understanding of good design
- show a keen attention to detail and accuracy
- be creative with a capacity to come up with original ideas
- have the ability to work on their own initiative
- be capable of managing a varied and demanding workload with flexibility, prioritising accordingly
- be skilled in working effectively with different stakeholders
- work well as part of a small team and be prepared to muck in
- demonstrate empathy for, and a willingness to champion the UK Branch's 'hallmarks'

More about the UK Branch

At the UK Branch we have two key pillars of activity - the arts and the environment – under which we work on three programmes: the Civic Role of Arts Organisations, Valuing the Ocean and Citizen Engagement on Climate. Each programme is objective-driven, addressing specific causes to which we can add unique value, and for which we set ambitious long-term goals that describe the change we want to see. We have a carefully selected portfolio of grants to support work in each of these areas, and much of our impact comes from our work beyond grant funding.

Our current programmes are each at a point where the skills of an experienced communicator will add real value:

1. [Citizen Engagement on Climate](#): This programme was launched in Autumn 2020 and remains in its pilot phase until January 2021, when we will launch our full strategy. This programme seeks to demonstrate what effective public engagement on climate looks like, and to help create the conditions for its scaling. As this is a new programme, we are keen to experiment with our communications approach and emphasise clear and influential communications from the outset, baking it into programme design and delivery throughout its lifecycle.
2. [Valuing the Ocean](#) is a mature funding programme, which we have been working on since 2013. This programme seeks to make connections and build relationships designed to help protect our ocean. We have developed strong relationships with NGOs, including through our Marine

CoLABoration, and policy-makers such as Defra and the UN Ocean Science Decade team. As we transition towards one environmental pillar of work that brings together ocean and climate work, activity will focus on scaling interventions that work and embedding learning. There is an imperative to tell a story of the change which will help ensure our investment delivers sustainable impact beyond the period of our involvement and inspires interest of Head Office colleagues in continuing close partnership working, that serves our collective interests, in the future.

3. [The Civic Role of Arts Organisations](#) programme seeks to build a movement of change-makers, with impact in their local communities, across the UK and internationally. We have made good progress: promoting the civic role of arts organisations within the sector in the UK; and supporting policy-makers to create the conditions within which subsidised arts organisations can be relevant and connected with the communities they serve. We are ambitious for this programme, and now seek to engage a wider range of arts organisations in thinking through what this means for them. Signature initiatives like the Award for Civic Arts Organisations will encourage interest in rethinking arts organisations' relationships with a range of partners. We want to maintain an appropriate level of visibility for this work inspiring interest from organisations we are seeking to influence.

Our approach

Relative to the scale of many of our peers, we are a relatively small actor in the UK, and seek to multiply the impact of our work through our support beyond grant funding. Fostering collaboration and promoting awareness and engagement of partners are central to our approach. We are interested in working with organisations, and groups of organisations to identify needs and develop interventions to address them. We often play an early role in the development of new initiatives. For example, we convened the group of organisations who developed with the [Campaign to End Loneliness](#); in our Valuing the Ocean programme, we established the [Marine CoLABoration](#), a coalition of nine core organisations with a wider associate network who undertake collaborative projects to raise the profile of ocean issues and promote solutions to decision-makers.

Most of our support is proactive – we identify the organisations that we want to work with through research and engagement activities. We are very interested in working collaboratively with other funders to support projects that help us scale and spread what works. By recognising that our partners are the experts in the areas in which we provide support, we seek to add value beyond the funding that we provide by for example, convening organisations to share learning, by brokering relationships and by providing strategic advice to individual projects.

TERMS

This role is advertised as a permanent full-time position based on a 35-hour week (with one hour for lunch), however we would be open to considering applications for 4 days per week/28 hours. A staff handbook details other terms and conditions of employment. There will be travel throughout the UK with some European travel, and some out of hours working.

Salary and Pension

The salary for the post will be £50,000.

Holidays

Leave entitlement is at the rate of 28 days per annum pro rata in addition to the statutory and Bank Holidays.

Location

The UK Branch is located at offices in Hoxton Square, London. To comply with current regulations to reduce the spread of the COVID virus, team members continue to work virtually. We are considering a return to the office with a hybrid approach combining working from home with a minimum expected number of days in the office. We are open to negotiate how this might work for a candidate who currently lives beyond reasonable commuting distance of our office. This might entail, for example, travel to London probably twice a month for a period of days.

Equal Opportunity Policy

The UK Branch of the Foundation has an equal opportunity policy and implements a programme of positive action to make this policy fully effective by ensuring that no job applicant or employee receives less favourable treatment on the grounds of age, colour, culture, disability, ethnicity, gender or gender expression, HIV status, marital status, nationality, religion or sexual orientation. The principle applies to recruitment, pay, terms and conditions of employment, promotion, training, career opportunities and service delivery.