
Digital Communications Apprentice

Communications plays an important role in everything we do as an organisation and is the responsibility of everyone.

The Strategic Communications Manager (SCM) has oversight of communications across Social Finance and acts as an advisor to the teams on communications strategy, planning and delivery. The SCM reports to the Executive Directors and CEO.

The Opportunity

Working to the Strategic Communications Manager, the Digital Communications apprentice will deliver the day-to-day communications requirements (namely social media, website, newsletters and stakeholder management) for Social Finance.

Responsibilities

The Communication's apprentice will have responsibility for the following:

1. Day-to-day running of Social Finance's LinkedIn account (UK) to ensure we maintain a consistent presence, develop our relationships with stakeholders and increase our audience as follows:
 - Daily check-in to respond to posts by stakeholders, mentions etc
 - Ensuring that we post at least twice a week in line with the communications strategy
 - Be the in-house expert in Hootsuite both to schedule posts and to gather analytics data
 - Drafting posts as required, and/or copyediting drafts by the team ensuring that the messaging is on-brand
 - Using AI tools to generate most effective hashtags
 - Ensuring that Social Finance is following all our key stakeholder organisations and that key stakeholders are tagged in posts where relevant (liaising with teams to gather this information)
 - Creation of visual assets using CANVA
 - Spotting opportunities for SF to post in response to the news agenda
 - Delivering weekly reports to the SCM on impact of our posts. Working with the SCM to deliver impact updates to the Social Finance Board
2. Day to day running of the Social Finance website to ensure it is on-brand, compelling and easy to navigate as follows:
 - Be the in-house expert on the website back-end, working with the SCM to make changes to the site as required.

- Working with the SCM and an external web consultant to develop a clearer user pathway through the site, make it more findable and increase traffic / engagement and time on site.
 - Uploading content to the website as supplied by the team, working to the template as devised by the SCM ensuring that blogs and project pages have well written, accessible copy and include relevant, high-quality images, quotes and, where possible and relevant, video or audio clips.
 - Using Google analytics or similar, to generate weekly reports on website performance and working with the SCM to action the results.
 - Reviewing existing content to ensure it is relevant and up to date, that the links are still working etc
3. Day-to-day running of Mailchimp account to ensure the team is using it to build and develop relationships with stakeholders and to generate new business
- Be one of two in-house Mailchimp experts (IT support being the other) providing ad hoc training, troubleshooting and support to the team
 - Draft and send out the Social Finance Newsletter
 - Using the Mailchimp analytics tool to generate ad hoc reports on impact of newsletters and email campaigns
4. Day to day creation of visual assets using Canva & stock image libraries
- Become the in-house expert on Canva, providing ad hoc training and support to the wider team when they use Canva to create reports and graphics
 - Creating a bank of reusable images and templates, as well as one off images, video clips etc for social media and the website.
 - Building a bank of photographs, maintaining a database of consent

About You

We are looking for applicants to have some paid work experience in a communications role.

Essential skills

1. Understanding and working knowledge of social media platforms, particularly LinkedIn, and willingness to upskill to increase SF's influence through social media in support of our strategic objectives
2. Understanding of graphic design principals and competent at using design tools such as Canva. Willingness to develop skills on Canva to high level.
3. Understanding of the value of data and analytics in communications and familiar with Google Analytics or similar (or willingness to learn).
4. Interest in current events and the sectors that Social Finance works in.
5. Strong writing ability and storytelling skills – particularly for the web and social media – a journalism background/training is a distinct advantage
6. Understanding of the basic principles and purpose of CRMs like Mailchimp and media scheduling tools such as Hootsuite; experience in using them or willingness to learn.

7. Ability to manage relationships across the organisation and confidence in dealing with senior leaders.

Desirable skills

1. An understanding of social investment and how it relates to Social Finance's work.
2. Working knowledge of video production (shooting, editing, graphics)

About Social Finance

We are an ambitious not for profit organisation that helps to design, fund and scale better solutions to complex social problems. Our vision is a fairer world where together we unleash the potential of people and communities. We do this by working in partnership with local and national governments, funders, communities and the social sector to tackle complex and enduring social problems in the UK and across the world.

Our skills include financial analysis, data and digital insight, outcomes-focused partnerships, strategy, research and design. We combine these specialisms in different ways to address specific social challenges. We create effective solutions that blend the expertise of communities and professionals to deliver better outcomes in issues such as homelessness, domestic abuse, children's services, health, employment and skills.

Ready to make your own impact on these issues? Then come and join us.

Our multi-skilled team of over 120 people come from diverse backgrounds in the public, private and charity sectors, all sharing a passion for making change happen. We provide a high-quality training and development programme in-house with great opportunities for career progression. We're a friendly and intellectually curious bunch, always up for a debate. [Read more about what it's like to work here.](#)

Our values

Everyone at Social Finance believes that change for communities is possible. To help us achieve it, we have three core values that guide everything we do. We are [curious, empathetic and pioneering.](#)

Working at Social Finance

The fixed salary for this position is £25,700 per annum. Working for a mission driven organisation is more than just what we pay though, it's about our culture, our approach and what else we offer. [Read more about working at Social Finance here.](#)

Equity, Diversity and Inclusion

We actively encourage applications from under-represented and minoritised groups, including those with lived experience of the social issues we are working to address. We are an equal opportunities employer. We support a range of flexible working options and welcome UK based applications from outside of London/the Southeast so far as they can meet the in-person meeting requirements for the role. We can also accommodate secondments and part-time working. [Read more about our approach to equity, diversity and inclusion here.](#)

We work on some projects where our clients may require different levels of DBS checking for our employees. Candidates deemed suitable for a role after interview will be asked to declare any unspent convictions to ensure that we are able to resource them to projects appropriately.

How to Apply

We use [Applied](#), an application platform developed by the Behavioural Insights Team, to record your application. Applied uses behavioural and data science to improve hiring decisions and minimise unconscious bias in the recruitment process.

You will be asked to respond to situational based questions which will allow you to express your ability. Your answer to each question will be viewed in isolation. Please therefore ensure there is enough detail in that single response, without any references to your other responses.

NB: While we are asking for your CV, please note that we will not be viewing your CV during the initial sift process. The selection panel will not have access to your CV, so it is therefore essential that you respond to each question fully.

Apply for this position by clicking this [link](#) or by copying and pasting the address below

<https://app.beapplied.com/apply/ubukxum11p>

Closing date for applications: 30 September 2024

If you have any queries regarding the role, please contact: recruitment@socialfinance.org.uk