



THE Joseph Rowntree
REFORM TRUST LTD

Application Pack

Communications Manager

May 2018

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THE Joseph Rowntree REFORM TRUST LTD

About Us



Joseph Rowntree (1836-1925) was a Quaker, a Liberal and a successful businessman. Contrary to his personal expectations, Joseph Rowntree became rich in later life as the Rowntree business flourished. In 1904, with the consent of his family, he transferred a substantial part of his wealth to the three distinct trusts with which his name is still associated.

Joseph Rowntree deliberately established us as a company and not a charity which means we can do what most funders cannot - we support overtly political causes that confront corrosive powers in our democracy and seek changes to rebalance power for the well-being of our society. We are one of the major sources of non-charitable funding for campaigns aiming to change both minds and the law.

The campaigners supported by the Trust differ in their concerns and their tactics, but a common thread runs through our grantee community. They all fight for freedoms and against 'corrupting powers'. Such political activists have very few sources of funding. This is where the Trust comes in to strengthen the hand of progressive campaigners who are too political for other funders.

Our Values



Our values are rooted in liberalism and Quakerism. Recognising the equal worth of every person, we stand for the defence of liberty, freedom of expression, freedom of conscience and freedom from all forms of oppression, be that political, religious, economic or social.

Our Strategic Vision

We seek to bring about significant changes in the political system, making it more accountable, democratic and transparent and to rebalance power for the well-being of society.

Our Aims

The Trust seeks to:

- correct imbalances of power, supporting the voice of the individual, the small and weak where that voice is stifled by the group, the big and strong;
- strengthen the hand of individuals, groups and organisations who are striving for reform, speaking truth to power and challenging the systems that hinder justice;
- address the underlying causes of weakness and injustice in the body politic rather than remedying its superficial manifestations;
- foster creative intervention by anticipating and brokering change within the body politic;
- support a politically plural society by helping to correct the financial imbalance between the major parties;



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- assist political liberals from all the major parties in the UK to promote new liberal ideas and policies.

Methods

We will endeavour to meet our aims by:

- supporting causes, people or organisations where they share our values even when currently they may find little favour with mainstream opinion;
- supporting our grantees with more than money to create a supportive community of shared belief;
- being responsive and flexible, allowing us to adapt our priorities to the needs of our time;
- recognising that whilst the Trust might risk its money and reputation in its grant-making, those it supports often risk very much more;
- supporting those who have identified the point where the minimum amount of thrust will have the maximum effect.

Group Structure & Finances

The Trust's assets are invested in equity investments and a small portfolio of commercial retail property held by its wholly owned subsidiary company, JRRT (Properties) Limited. From the Trust's present capital of over £50m, Directors allocate a potential grant budget of around £1.2m each year, excluding administrative expenses and tax.

The Trust operates with a dual structure. The JRSST Charitable Trust is endowed by The Joseph Rowntree Reform Trust Limited and only gives charitable grants in areas closely related to the work of the main Trust. It has an equity portfolio worth about £4m and makes grants worth approximately £75,000 per annum.



All Directors of the Joseph Rowntree Reform Trust Ltd are also trustees of The JRSST Charitable Trust and directors of JRRT (Properties) Limited. The Programme Manager post will be responsible for grant applications to JRRT and for grant applications to the JRSST Charitable Trust which are by invitation only.

Organisational Structure

The Trust is led by a voluntary board of up to ten members. The post reports to the Chief Executive and works as part of a small team that includes a Finance Manager and Administrator, with plans to recruit a Communications post.

Grant making

The focus in the coming years will be democratic and political reform. Funds have also been allocated to enable the Trust to respond quickly to major new developments; to bring work the Trust has previously invested in to fruition; and for capacity building support for applicants. The Trust additionally funds work by political parties and individual politicians, work which has included strengthening the Liberal Democrats given their consistent support for electoral reform and civil liberties; and support for cross party collaboration.



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COMMUNICATIONS MANAGER JOB DESCRIPTION

Job Purpose:

The Communications Manager is responsible for the day to day delivery of the Trust's communications strategy and events to improve the reach, influence and profile of the Trust to potential grantees and in campaigning and political circles. The role involves developing the website, generating content for the website, social media and newsletters, organising external events, and supporting a range of JRRT initiated activities.

Salary: £32,000-£35,000 pro rata (0.5 fte based on a 37.5 hour week)

Reports to: Chief Executive

Duties and Responsibilities:

1. Support the development of and deliver the Trust's communications strategy, ensuring brand and messages fit with the overall strategy
2. Generate a range of content for the website, social media, a regular newsletter and media releases, writing or commissioning copy including blogs and case studies and sourcing images to accompany as appropriate.
3. Develop and manage the Trust's website, ensuring it is up to date, well designed, easy to navigate, reaching and engaging target audiences.
4. Organise external events with Administrator support, such as fringe meetings at party conferences, roundtables, grantee seminars or research launch events and support the CEO to take forward JRRT initiated projects.
5. To develop and deliver a social media strategy and content
6. To draft and produce the Trust's Annual Report, Member communications and publications.
7. Build the Trust's external contacts database including the press list and oversee communications to key influencers including parliamentarians, think tanks, academics and funders.
8. Monitor and report on communications effectiveness, advising the Programme manager and grantees on communication plans in applications as required.
9. Stay abreast of developments relevant to the Trust's work, particularly campaign communications, and maintain and improve personal competence through continuous professional development.
10. Work flexibly alongside other members of the team and take on reasonable tasks as appropriate over and above those set out above.

PERSON SPECIFICATION

Essential

A strong communications all rounder with experience of implementing strategy

Excellent writing and editing skills suited to a range of audiences and media

A track record of organising successful events

Experience of website content management systems, website development, managing social media accounts and implementing SEO

Good relationship building and networking skills

Understanding of brand and how to promote key messages across day to day communications

A good eye for layout, design and presentation of communications

Demonstrable ability to reach target audiences directly or via the media

Good self-starter and planner able to meet deadlines while maintaining quality

IT literate with good experience of MS Office and other relevant IT systems as appropriate for the role.

Understanding of how to monitor and evaluate communications activities and impact

Commitment to the liberal and Quaker values of the Trust, to equal opportunities and a strong interest in democratic and political reform.

Works flexibly and collaboratively, keeping up to date, embracing change and applying good practice in the role.

Desirable

Experience of achieving impact through campaigns

Experience overseeing a redevelopment of the website

Experience of MailChimp or equivalent, desk top publishing, visual design, video editing or production of podcasts and infographics

Additional experience in PR, public affairs, campaigning or politics desirable.

A sound grasp of UK political context, institutions and process, including the Trust's democratic and political reform agenda and campaigning issues the Trust has a history of supporting.



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Communications Manager (part time)

Summary of Terms and Conditions

- Salary £32,000-35,000 pro rata depending on experience
- Part-time permanent post 0.5 fte (18.75 hours per week)
- Flexible working options offered – work could be spread across five or three days or taken on an annualised hours basis. However flexibility to ensure adequate cover around quarterly application rounds and Board meetings is required.
- Leave 25 days plus 8 public holidays (discretionary additional 3 days between Christmas and New Year).
- Pension 10% employer contribution, 5% employee contribution, salary sacrifice option available
- Location: York – JRRT office, Garden House, Water End
- The job may require occasional weekend and evening working at events and at least one Board meeting a year is held in London with an overnight stay.
- On-site free parking is available in York



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HOW TO APPLY

To apply please send the following to info@jrrt.org.uk

- A cover sheet with details of current role, salary and two referees – see website
- A cover letter, maximum 2 sides A4, outlining why you want this role and what you would bring to it with reference to the Person Specification
- An up to date CV – maximum 2 sides A4
- A completed Diversity Monitoring Questionnaire – see website

The deadline for applications is 9am, Tuesday, 29 May 2018

Interviews will be held on Wednesday, 6 June 2018 at the JRRT York office.