

**The Rank Foundation
Rebrand and Comms Assistant
London Office**



Information Pack



Contents

Thank you for your interest in the post of **Rebrand and Comms Assistant, London** at the Rank Foundation. In this Information Pack, you will find the following documents:

- Letter to applicants from Sonia Talsi, Assistant Director of Operations
- Job description, person specification
- How to apply and recruitment timetable

The job description describes the main responsibilities of the post; the person specification relates directly to the job description and is a list of the skills and experience that we consider necessary for the post. Please read these documents carefully. The applicants who fit the person specification most closely will be shortlisted for interview so please make sure you tell us everything relevant to your application in your CV and covering letter.

The Rank Foundation is committed to a policy of equal opportunities, and we ensure that all applicants are treated fairly and equally.

If you would like to apply, please send your **CV together with a supporting statement no longer than 2 sides of A4** that clearly demonstrates how you meet the knowledge, skills, and experience requirements of the role to **recruitment@rankfoundation.com**. Please specify which role you are applying for.

If you require additional assistance during the recruitment process, please let us know.

I very much look forward to meeting you.

Sonia Talsi
Assistant Director of Operations

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| Job Title | Rebrand and Comms Assistant |
| Job Reports To | Assistant Director of Operations |
| Department | Administrative |
| Date Completed | December 2022 |
| Salary | Real living wage (London) £22,000 per annum Fixed term – 12 months |
| Purpose Statement | <p>The Rebrand and Comms Assistant is a creative and proactive ambassador of the Foundation’s work. The postholder will be a participant in the Time to Shine Leadership Programme and will fully participate in residentials, learning events, action learning set and will have access to career relevant training and qualifications.</p> <p>You will embed yourself in the work of the Foundation and work with the Comms team (including the Comms consultants and external branding company) to assist with the development and implementation of a branding refresh. In addition, you will assist the team to identify, curate and communicate stories and ideas that further the Foundation’s mission. You will have a good eye for finding engaging stories and a passion for developing them.</p> <p>In your day-to-day duties, you will be offering support with processes, and resources to enable Rank’s staff to work with you to improve Rank’s external communications.</p> <p>You will research and produce quality digital content, help to manage the website and social media channels, so that external audiences are aware of and understand:</p> <ol style="list-style-type: none"> 1. The direct impact of the Foundation’s work 2. The wider impact of its Network 3. The intellectual and social capital the Foundation holds and where relevant, how they can get involved <p>You will monitor, analyse, and report on the performance of all external communications.</p> |
| Key Accountabilities | <ul style="list-style-type: none"> • Work closely with colleagues to ensure that external communications is factored into project plans and aligns with the Foundation's aims. • Work with external consultants to assist the process of developing and implementing a brand refresh. • Once the new brand is approved, maintain a consistent brand voice and look, and support colleagues to do the same. • Contribute to the maintenance of the Foundation’s website and social media channels to create clear and positive messages that illustrate impact. |

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| | <ul style="list-style-type: none"> • Create stand-out content (e.g. blogs, reports, email, video, podcasts, infographics and photography) to build awareness of the Foundation’s work and engage a new, wider external audience. • Design and layout communications and marketing collateral using e.g. Canva and occasionally commissioning external agencies and associates where required e.g. design, print, and photography. • Monitor all external communications and marketing channels, responding to enquiries, signposting to the correct person, generating and maximising conversations for impact. • Monitor and analyse external marketing and communications effectiveness. (e.g. Google Analytics, Mailchimp, Hootsuite) reporting to colleagues and implementing improvements. • Support the smooth running of the membership platform, RankNet when required. • Support with the marketing of Rank Foundation’s shared workspace in Shoreditch, London. |
| Dimensions of Role | Full time, Garden Walk office, Shoreditch |
| Working Relationships | <ul style="list-style-type: none"> • Executive & Administrative teams and trustees • Communications Consultants • Post doctoral researcher, University of St Andrew’s • People and organisations we support |
| Skills, Knowledge & Expertise | |
| Knowledge Qualifications & Experience | <ul style="list-style-type: none"> • Strong attention to detail • Working to deadlines • Excellent, confident communication skills • Experience of digital communications delivery, desirable • Previous website management experience, desirable • Knowledge of how to plan and deliver effective marketing campaigns • A relevant qualification in marketing, digital or communications, or evidence of practical experience |
| Skills/ Abilities | <ul style="list-style-type: none"> • A real team player, highly collaborative and confident at working at all levels of the Foundation • Experience in planning and delivering social and digital media communications, which includes being able to measure and report on performance • Creative ideas coupled with the ability to meet a tightly defined brief • A great writer and experienced at creating targeted marketing communications • Adaptable, flexible and willing to learn/develop skills |
| Confidentiality | <ul style="list-style-type: none"> • Paramount that the postholder works in a highly confidential way |

| | <ul style="list-style-type: none"> As a Rank employee the post holder is in a unique position and will have access to sensitive information which must remain confidential | |
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| Key Leadership Behaviours | | |
| Heading | What do we mean | Leaders of Self |
| Team Work | Promote an environment with a strong mission focus, a sense of unity, common purpose and mutual support | <ul style="list-style-type: none"> Seek help from others when needed Offer help and support when capacity / demand allows Adopt a 'can do' attitude with regards to organisational need: what needs to be done and can I help? |
| Stronger Together | Create and sustain an open, collaborative environment, harnessing the collective strength of the foundation to achieve as much as we can: raise the bar and reach new heights. | <ul style="list-style-type: none"> Adapt my behaviour to be more effective with different people? Think: how can I help to improve what I do and how I do it? Contribute ideas, thoughts and suggestions on positive improvements Be sensitive to the needs of others |
| Be Professional | The Rank Foundation should strive to act as thoroughly professional in all aspects of what we do: internally and externally | <ul style="list-style-type: none"> Be mindful of the welfare issues and needs of others Take responsibility for your work, ensuring attention to detail Be consistent, be punctual, be timely |
| Leadership & Enterprise | Be mindful of Rank's current strategy in all that we do. | <ul style="list-style-type: none"> Can I take a more leading role in developing my work in support of the foundation? How can we improve what we do and how we support our organisations? |
| Distinctive & Transparent | Recognise and value Rank's distinctive approach, to share our experiences, successes and failures in an open and productive way | <ul style="list-style-type: none"> Be open and honest with colleagues and those we support Communicate clearly: with care and consistency. |
| Proud of our past, focused on the future | Value the strong family ethos that has shaped our past but remain firmly focused on current and future challenges, adapting to meet the changing needs of society, proud of what we do and how we do it. | <ul style="list-style-type: none"> Be flexible. Recognise and value the fact that 'needs' change and embrace the opportunities this presents Be dynamic. Challenge convention: try to think differently about what you do and how you do it. Be professional: maintain the highest of standards |
| Demonstrate our social ethos & seek to add value through knowledge & networks | Learn and Share. Communicate better, within the organisation and beyond. Seek to harness the power of a growing network: to enrich, enable and inspire. Demonstrate our passion and authenticity with regard to | <ul style="list-style-type: none"> What aspects of my work could help or assist with RankNet? How can I contribute by adding value to our work? Can I do more to better understand our work and our role in supporting organisations to fulfil their mission. |

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| | key and relevant social issues. | |
| Seeks to increase impact through our engaged approach | Value partnerships and collaboration. Practice what we preach, both internally and externally. Help to develop our 'engaged approach'. Ask the question: does this add value to our work? If so, how? If not, why not? | <ul style="list-style-type: none"> • Do I understand my role in the wider organisational plan? If not, seek clarity or further guidance. • Keep my colleagues informed as to progress on key issues, projects or concerns as they arise. |
| Be yourself – maximise your contribution | Understand and value your role in the organisation: how can you contribute to mission success with your individual passion, knowledge and commitment? How can we help you to do this better? | <ul style="list-style-type: none"> • What do I need to do to improve my performance? • What do I need to be more effective in my current post? • What can I do more to help Rank achieve its mission? |



How to apply and recruitment timetable

If you would like to apply, please send your **CV together with a supporting statement no longer than 2 sides of A4** that clearly demonstrates how you meet the knowledge, skills, and experience requirements of the role to **recruitment@rankfoundation.com**. Please specify which role you are applying for.

The important dates for you to note in the recruitment timetable are highlighted below for your diary.

Closing date for applications: 5pm on 9th January 2023

Interviews: In-person, w/c. 16th January 2023

May we take this opportunity to thank you for your interest in the Rank Foundation and for your time in considering applying to work with us.