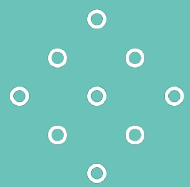


Communications Officer

(Digital Health and Wellbeing Lead)

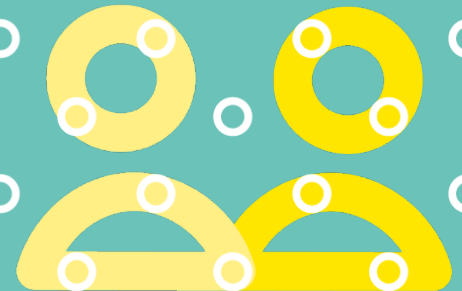
Recruitment pack

February 2023



Foothold

Supporting engineers

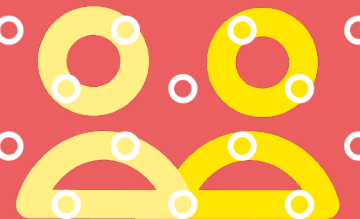
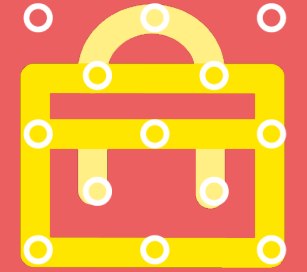


We're Foothold, and we're looking for a talented **Communications Officer** to join our team.

You'll deliver all our marketing and communications activity for our digital health and wellbeing services through the development, implementation, tracking and optimisation of campaigns across multiple channels.

You'll also take the lead on developing engaging digital wellbeing content that meets the needs of the Foothold community.

If this sounds like the role for you and you'd like to play your part in improving the wellbeing of engineers and their families around the globe, we'd love to chat.



We're supporting engineers and their families to step out of poverty and improve their health and wellbeing.

We're Foothold, the Institution of Engineering and Technology Benevolent Fund. And we're really passionate about supporting the wellbeing of past and present members of the IET (Institution of Engineering and Technology) and their dependents worldwide.

By providing financial support for those most in need, helping to lift them out of poverty and ensure they are in the best place possible to overcome the challenges that life brings, we strive to help engineers and their families to make positive choices that will change their lives for the better.

It's a big team effort, with donors, Trustees, partner organisations, staff and volunteers all working together to help us achieve our purpose of ensuring no-one in the engineering community has to face life's challenges alone.

Here's how we made a difference in 2022:

£1.5 million
spent delivering
support



to 565
individuals in
32 countries



906
Financial
& legal



85
Health &
wellbeing



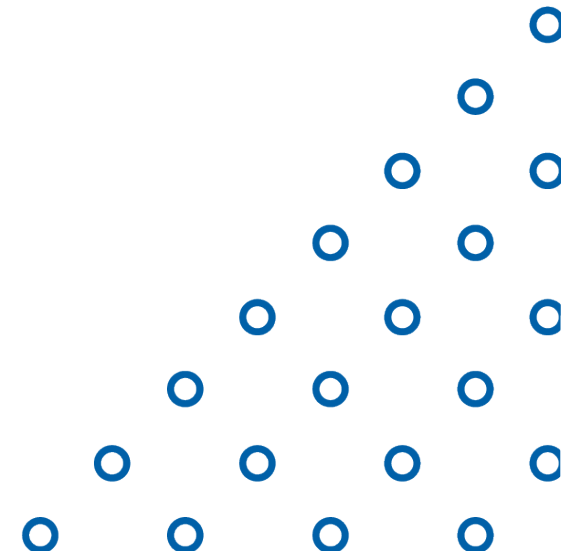
25
Worklife



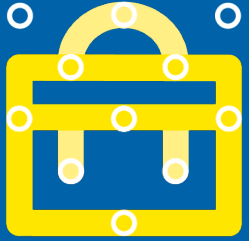
64
Signposting



12347
Digital
wellbeing
sessions



Our direct support programmes do good in all kinds of ways



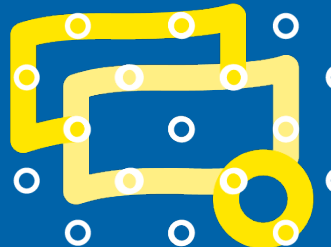
Work life support

Giving people the tools to take back control of their lives is vitally important, and our career coaching support helps engineers who are out of work build the skills and confidence they need to get back into employment.

Financial support

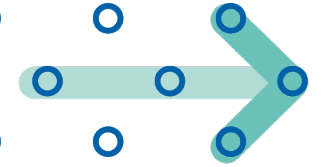
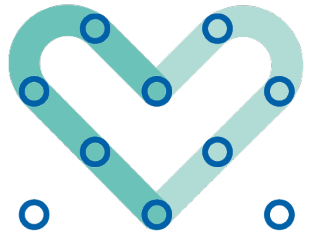
We know that whilst many engineers and their families have a good standard of living, sadly there are some who are struggling to make ends meet.

We provide financial support through one-off grants to fund a range of essential household items, as well as ongoing monthly support for those who really need it to ensure they have enough money to keep a roof over their heads, put food on the table, access transport and keep in touch with friends and family.



Health and wellbeing

Maintaining and improving the health of our community is at the centre of our work, and our direct support – including counselling grants and support with housing issues, debt advice and sleep problems – helps maintain our community's resilience and wellbeing.



Partner organisations

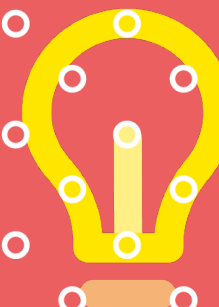
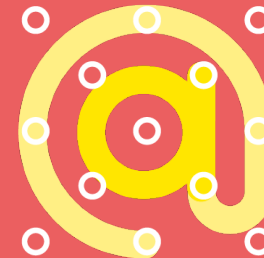
Where we are not able to provide direct support, we signpost to other organisations, charities and support groups who can help – providing a lifeline to engineers and their families, no matter the challenges they face.



Digital support

Our digital health and wellbeing support allows us to reach and support many more people than we can through our direct support alone. In 2020, we began a three-year collaboration with Gattaca Plc, which enabled us to launch our health and wellbeing hub managed by Rightsteps – a social enterprise focused on providing evidence-based mental health and wellbeing solutions – meaning advice, support and interventions are now available for our community, 24/7.

In October 2022, we launched our ground-breaking online Differently Wired Hub for neurodiverse engineers and those who support them – the first resource of its kind for the engineering community. We also run monthly support webinars, publish regular blogs from experts and community members, and have a free Foothold app which offers specialist legal and financial advice.



Foothold and the IET

Since our foundation, the history of Foothold and the IET has been intertwined – and although we are independent charities, we both work to support the world of engineers and engineering.

On 20 March 1890 the benevolent fund was set up to help members of the Institution of Electrical Engineers (IEE). Its purpose was to help widows and children of members who had died and who were living in poverty. In 1900 the first recorded grant of £20 was given. That's around £2,500 in today's money.

Since 1890, the IEE has grown and merged with other organisations to become the Institution of Engineering and Technology, an organisation of over 150,000 members across 168 countries – who form the bulk of our Foothold community – alongside lapsed members, dependents and non-IET members.





Our fundraising

Foothold is funded by engineers, for engineers and fundraising is an organisational priority.

Voluntary income underpins the life-changing support we provide to the engineering community. Our small but mighty team of 5 fundraising and communications professionals work to deliver the fundraising and communications strategy.

Our strategy focuses around 3 pillars:

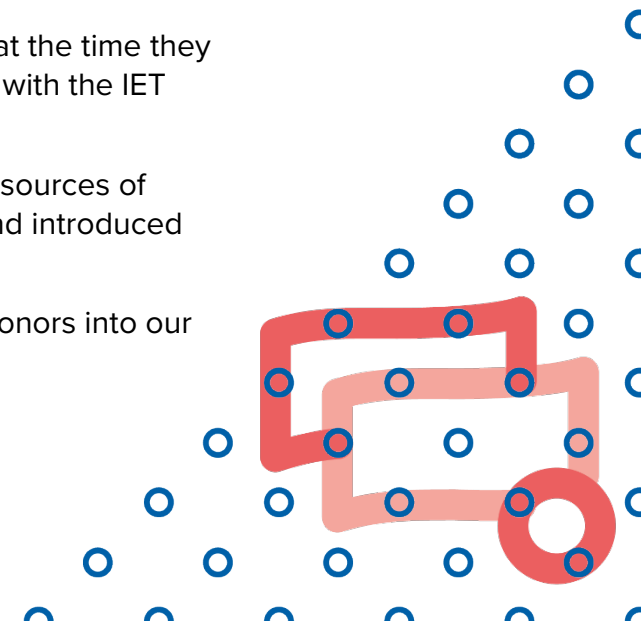
- 1. Building the foundations**
- 2. Developing existing income sources**
- 3. Diversifying our voluntary income sources**

Foothold has 45,000 donors from around the globe who make our work possible.

Many of these people choose to make an annual donation at the time they join or renew their membership of the IET. We work closely with the IET who kindly facilitate this.

Pre 2020, annual donations and legacies were our primary sources of voluntary income. In 2020 we began actively fundraising and introduced our individual giving and legacy programmes.

In 2023, we are developing trusts, foundations and major donors into our fundraising portfolio.



The people you'll be helping

Stuart Redgard

“After my breakdown, I wasn't in a good place at all. I spent nine months hiding away from the world, feeling unable to engage with anyone. So Foothold recommended that I take part in their telephone befriending service. I was matched with Tania, who was like a breath of fresh air. We chat about everything, and she's so supportive. It's been a really positive experience for me.”

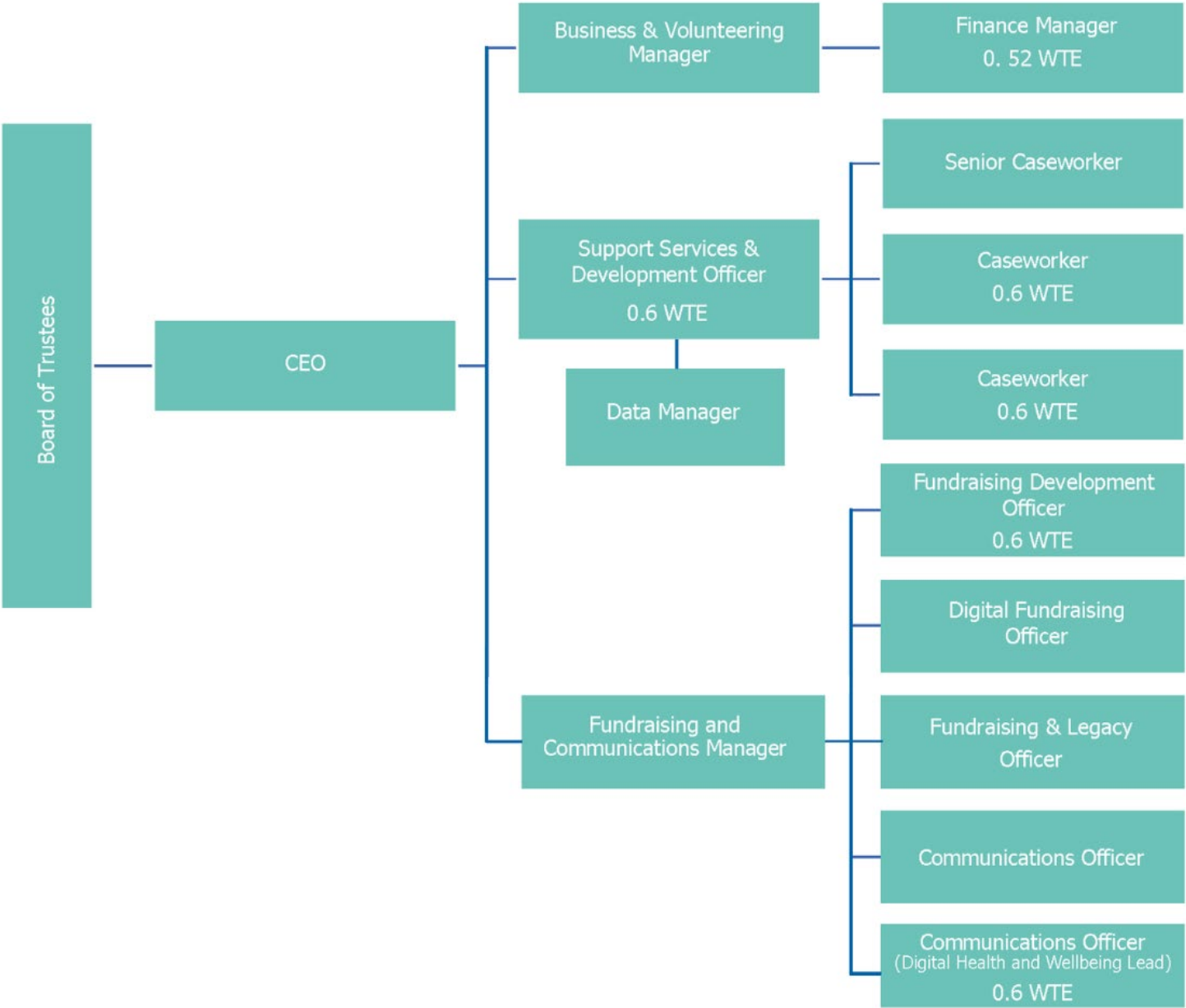


John Murray

“The financial grants we received from Foothold were a lifeline in the darkest of times. I was able to put food on the table, and have our leaky roof fixed. I could finally afford to buy a car, which is a necessity where we live in the remote Scottish Borders. I was even able to take my daughter away on a short holiday, which gave us a bit of respite away from the daily challenges we'd been going through.”



Foothold Organogram



Have we got your attention?

If so, we can't wait to meet you!

For more information visit:

<https://www.myfoehold.org/get-involved/work-with-us/job-opportunities/communications-officer/>

Closing date: 7 March 2023

Interviews: w/c 13 March -2023

