



Foothold
Supporting engineers



Communications and Digital Events Officer Recruitment Pack

Foothold, The Institution of Engineering and Technology Benevolent Fund. A Company limited by guarantee. Registered in England. Registration No. 00441284. Registered Charity No. 208925. Registered office: Unit 82A, James Carter Road, Mildenhall, Suffolk, IP28 7DE United Kingdom



Welcome to Foothold.

Our story

We may not know much about engineering, but we do know engineers. We've been supporting IET members and their families since 1890.

We understand people and we understand how life can be at work and at home. It's unpredictable, complex, demanding.

Amidst the busyness of our lives we often forget that being well is just as important as doing well.

More of us are feeling stressed in our jobs. One in four of us will have a mental health problem this year. More of us are living longer. Our health needs are growing yet we have a shortage of carers. Rising costs are forcing living standards down. And we're facing a loneliness epidemic.

We all need to start taking better care of one another, because we all need a little support from time to time. Even engineers.

We wanted to know how we could do more, so we asked our community. Seven out of ten engineers worldwide said they wouldn't ask for help even if they needed it. Yet you told us there isn't enough support out there for day-to-day problems, let alone a crisis.

We're here so engineers and their families never need to face life's challenges without support. We want engineers across the world to feel supported in all aspects of their lives and to feel that it's OK to ask for that support. We want them to be healthy and able to stand on their own two feet. We want them to feel looked after but also empowered by their professional community.

Funded by engineers, for engineers, Foothold is here for engineers and the people who matter to them most. Whatever the problem, big or small.

Foothold is a starting point, giving you them the tools to make your life better right now.

Foothold is a network of skilled individuals who'll listen to your problems in confidence. It's a source of options to help you meet your needs emotionally, physically and financially.

Foothold is a place where you can regain your balance and help others do the same. Your Foothold is here.

Our challenge

In 1890 a group of engineers decided that their Institution should do something for fellow engineers in need. In the 133 years since we have continued to develop services which support engineers and family members a year, from across the globe.

And now as Foothold, The Institution of Engineering and Technology benevolent fund, we exist to ensure that no engineer or their family needs to face life's challenges alone and with 154,000 current members of the Institution of Engineering and Technology and many previous members spread across 148 countries, this is a challenge.

Our ambition is to increase the wellbeing of engineers and their families worldwide and we developed our 2022-27 strategy to help us achieve that.

Our commitments

These are the commitments we make every day to the people we support, to our work and to ourselves. These are the principles we live by:-



We're empathic - we seek to understand your needs as if they were our own. Only through empathy and understanding can we truly support others.



We're joined-up - we're here to support you with all aspects of life, and to help you increase your all-round wellbeing. People's needs are connected, so our support must be too.



We're trusting - we treat you as an equal. Building relationships based on trust allows us to provide better, quicker support.



We're open-minded - we listen without prejudice and act without discrimination to help you in any way we can. No challenge is too big or small.



We're encouraging - we want you to feel able to stand on your own two feet. To feel that you can make positive choices and changes in your life.



We're bold - to offer meaningful support, we must break down stigma, address the big issues and try new ideas without fear of failure.

A word about flexible and remote working

We have worked remotely since the beginning of lockdown and since January this year with no office base, so for us flexible working is about being outcomes focussed and empowering our teams to choose what time they begin to work, where to work, and when they will stop work based around core hours of 10 – 1pm on a Tuesday for the senior team and 10-11 on Tuesday for the whole team. The idea is to help manage our work-life balance, reduce stress and increase our overall job satisfaction.

However, working in this way is not without its pressure points and so we have regular in person team and individual meetings, bi-monthly coaching sessions and provide equipment that will allow you flexibility to work from home, your local library or café if that suits you best.

We encourage virtual water cooler catchups, coffee breaks and walking meetings, whatever it is that works for you and our community.

Our future

There is no doubt that the current environment is challenging for our community and also for us as a charity and we have been working hard to ensure that we have a sustainable framework in which to develop and meet the diverse needs of our community going forward.

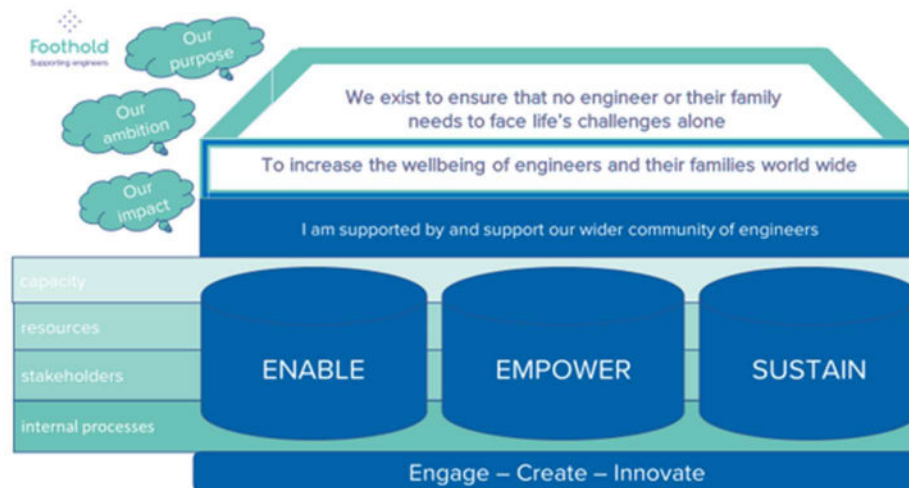
We are a small team who want to make a big impact. If you think that you have the skills and experience we need and are excited by the opportunity to join a thriving, forward looking team we would love to hear from you.

Jane

Jane Petit
CEO



Our strategic framework



Our beliefs



Every call for help must be heard



The best support empowers



Asking for help takes courage



A problem shared is a problem halved

Our strategic objectives

ENABLE our community to participate in a socially inclusive lifestyle

- achieving a household income of 75% of MIS level for eligible community members
- amplifying voices of organisations advocating for social change around poverty and associated issues

EMPOWER our community to increase their resilience to life's challenges

- creating connected communities
- developing digital health and wellbeing offers
- engaging with new partners to widen our scope
- creating positive change by developing our understanding of the equality, diversity, equity and inclusion issues and how we can address them
- being a barometer for the health and wellbeing of our engineering community

SUSTAIN support for and from our community

- engaging our community with our purpose
- increasing our voluntary income
- maintaining expenditure within budget
- creating innovative models of volunteering

Our strategy

Our recent research showed that our community have three main areas of need:

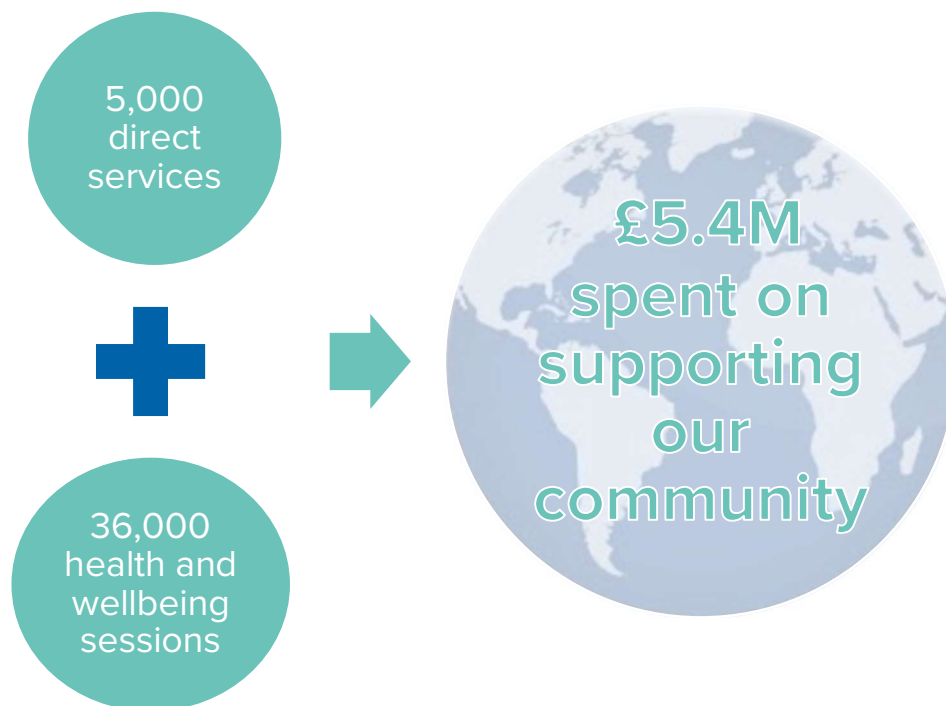
- Financial
- Health and wellbeing
- Underemployment and legal queries

Our strategy focuses on activities which can both relieve and prevent poverty within our global community by provision of direct support alongside our digital health and wellbeing programme.

Underpinning this we are working to develop a connected community, which includes our staff team, where we can all find help and give help as meets our needs at the time.

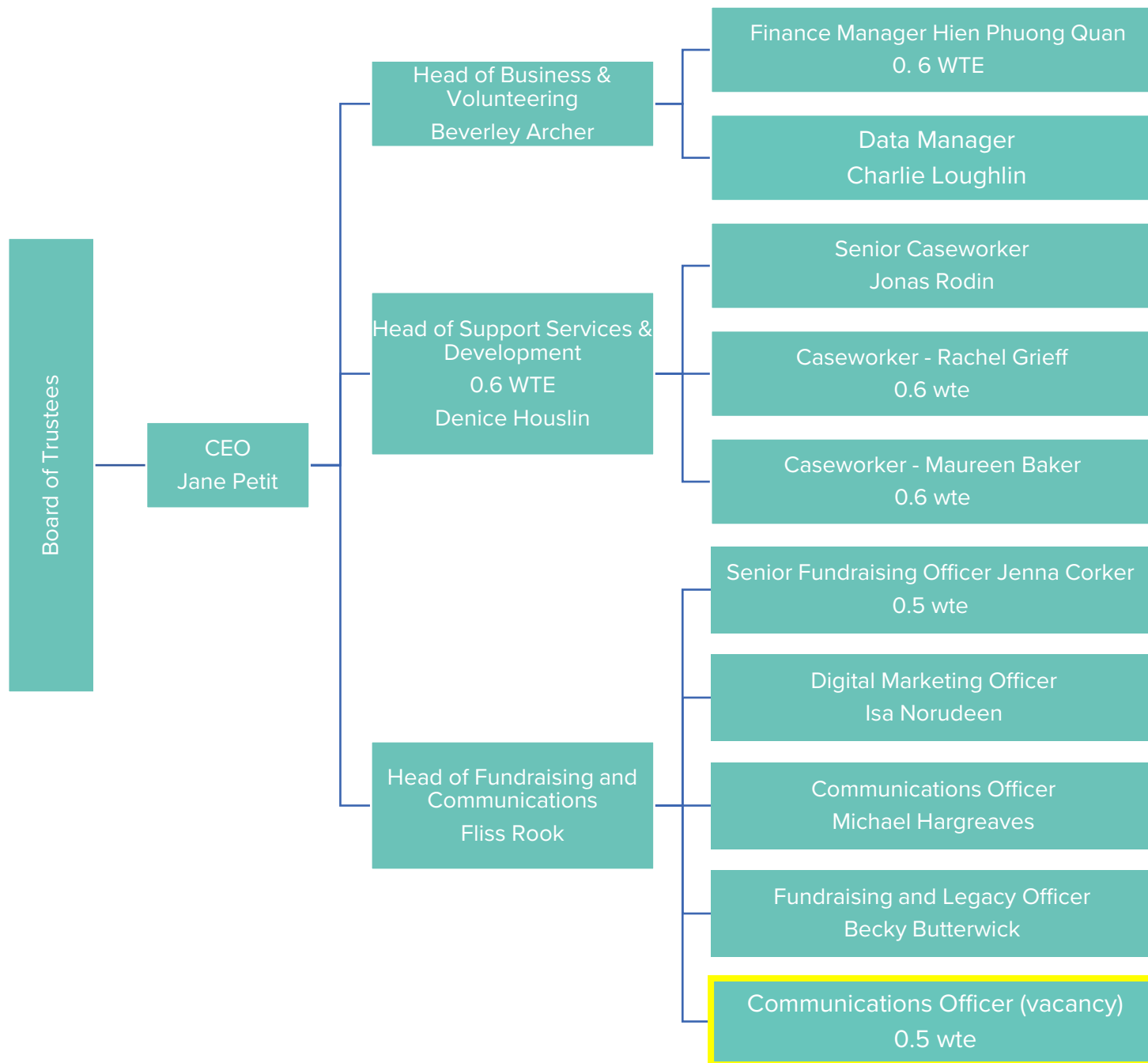
In this way we believe that when engineers and their families experience life events and moments of transition such as getting sick, experiencing bereavement, redundancy or relationship breakdown (all common triggers for poverty) not only can we offer timely practical assistance with finances or mental health issues, but we have also laid foundations that have increased their likelihood of coping.

With our 2019-22 we achieved amazing things



and by working together and maximising our expertise in 2022- 27 we'll do even more to increase the wellbeing of engineers and their families worldwide.

Organogram April 2023





Person Specification

Criteria	Essential	Desirable
Experience		
Experience working within a communications/marketing environment, collaborating with colleagues to achieve individual and team targets	✓	
Experience of creating integrated communications and marketing strategies and plans	✓	
Experience of managing and hosting online events eg, webinars, panel discussions		✓
Education and qualifications		
A communications/marketing qualification (eg, CIPR/CIM)		✓
Skills & abilities		
Ability to create compelling, impactful online content across website, blog, video and socials and optimise the user journey and experience	✓	
Strong written, communication and presentation skills with an ability to adjust tone and content for different audiences and able to work within brand and tone of voice guidelines	✓	
Ability to analyse, interpret and evaluate multiple sources of data and make recommendations for development	✓	
Ability to think creatively, offering new ideas, concepts and solutions	✓	
Ability to work sensitively with Foothold community members to gather stories and testimonials		
Effective time management skills in order to meet competing priorities and deadlines	✓	
Ability to work effectively as a member of a small team	✓	
Competent user of Microsoft Office applications and CRM systems	✓	
Knowledge		
Knowledge of performance monitoring including Google Analytics, keyword research, SEO and other digital tools	✓	
Knowledge of website content management systems	✓	
Up to date knowledge of current communications practices and trends	✓	
Knowledge of social media channel management tools	✓	
Knowledge of email marketing tools	✓	
Knowledge of data protection best practice and GDPR	✓	
Knowledge of online event platforms (eg, Teams Live events)		✓
Personal attributes		
A proactive, self-motivated and positive approach to work	✓	
Commitment to the core values and ethos of Foothold	✓	
A willingness to work flexibly with colleagues on other specified duties or projects as appropriate	✓	

A willingness to undertake training for further development	✓	
Commitment to anti-discriminatory practice and equal opportunities and an ability to apply awareness of diversity issues to all areas of work	✓	

JOB DESCRIPTION

Organization	Foothold (The IET Benevolent Fund)
Job title	Communications & Digital Events Officer
Location	Remote with presence at agreed location for meetings and training
Reports to	Head of Fundraising & Communications
Hours	Permanent – 18 hours a week (flexible working – core hours Tuesday 10-11am)
Salary	£30,000 pro-rata
Primary purpose:	<p>To lead on the promotion of Foothold's digital health and wellbeing services through the development, implementation, tracking and optimisation of campaigns across multiple channels</p> <p>To lead on the development of engaging digital wellbeing online events and content that meets the needs of the Foothold community</p>

Key tasks

- Lead on the development of a wide range of engaging digital wellbeing content for the Foothold community across web, video, social media and blogs, in line with brand guidelines, values, key messages and style guidelines
- Be responsible for the co-ordination, hosting, promotion and development of the Foothold monthly webinar programme, working with suppliers to source appropriate content that meets the needs of the Foothold community
- Lead on the content, development and promotion of the 'Differently Wired Hub', implementing plans to optimise sign-ups and engagement, utilising the skills of volunteers as appropriate
- Lead on the promotion of the Wellbeing Hub to maximise sign ups and engagement whilst managing the operational relationship with the supplier (currently Rightsteps)
- Lead on the promotion of the Foothold App to maximise sign ups and engagement whilst managing the operational relationship with the supplier (currently Law Express)
- Use data reports from Beacon CRM and Google Analytics to monitor the performance of the digital health and wellbeing programme, making recommendations to optimise success

- Develop, implement and monitor the customer journeys for digital health and wellbeing users
- Work with the fundraising & communications manager and data manager to implement systems to monitor customer satisfaction and impact measurement
- Contribute to the monthly Foothold e-newsletter, sourcing inspiring content to promote digital health and wellbeing support offered by Foothold
- Work sensitively with Foothold community members to interview, transcript and create inspiring stories and testimonials
- Work collaboratively with the fundraising & communications team to contribute to and maintain the annual communications, marketing and fundraising plan
- Provide cover for the communications officer during periods of leave
- Ensure that all communications reflect the experiences of Foothold community, including from a full range of diverse backgrounds
- Proactively stay up to date with emerging trends and developments in communications and charity sectors, harnessing new ideas and concepts to drive forward Foothold's mission

General

- Attend regular supervision, team and staff meetings
- Undertake mandatory training as required by Foothold
- Take responsibility for Health and safety of yourself, your colleagues and your environment
- Ensure confidentiality of records and information is maintained in accordance with Foothold's Confidentiality Policy and Data Protection policy GDPR
- Undertake any other tasks as identified by your manager or the CEO

Terms and conditions

Period of appointment: This is a permanent contract.

Location: Remote/homebased

Part time: 18 hrs a week

Organisational benefits

- 28 days per annum annual leave plus Bank Holidays (pro rata, 3 days, preferable to be taken between Christmas and New Year)
- Flexible working arrangements
- Organisational commitment to training and development.
- SIPP pension with up to 9% employer contribution (subject to individual contribution)
- Life insurance and access to Smart Health services (AIG)
- Cycle to Work and Tech Scheme, childcare vouchers.
- Associate membership of the IET and access to Foothold services

How to apply

Please email your CV and a supporting statement of no more than two pages explaining your interest in this post and how you meet the points in the person specification above to [Beverley Archer](#)

Please include the details of two referees who we will contact once a formal offer of employment has been made. Please also complete and return the [equal opportunities monitoring form](#).

Closing date: applications should be submitted by 10am on Monday 14 August 2023.

Interviews will be held w/c 21/28 August on Teams.

For more information about Foothold please visit [our website](#).

Equal opportunities

Foothold is fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services. We therefore expect all of Foothold staff and volunteers to be willing and able to make a positive contribution to the promotion and implementation of Foothold's Equality, Diversity, Equity and Inclusion policy.