



**Foothold**

Supporting engineers



# Communications 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 they 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 135 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 156,000 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 2023 with no office base. 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 – 4pm on a Tuesday for the senior team and 10am-1pm 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 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.

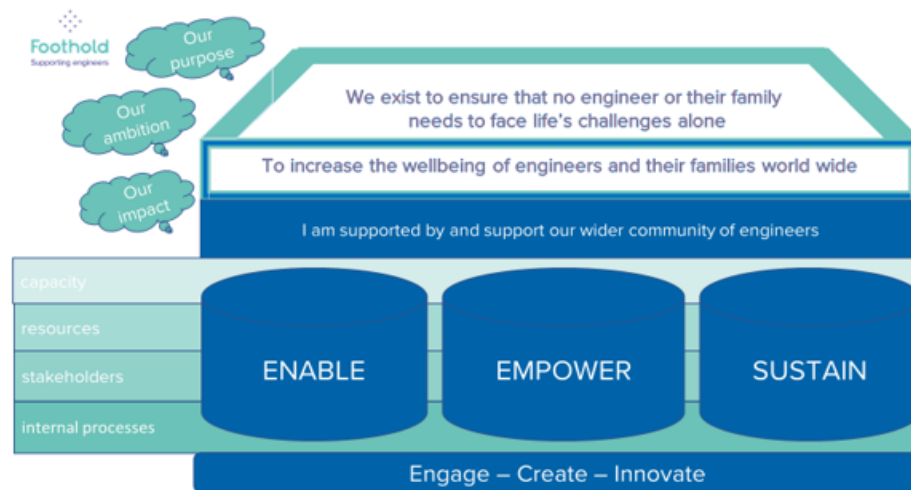
We are a small team who want to make a big impact. If you think that you have the skills and experience we need and are excited by the opportunity to join a thriving, forward looking team we would love to hear from you.

*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:

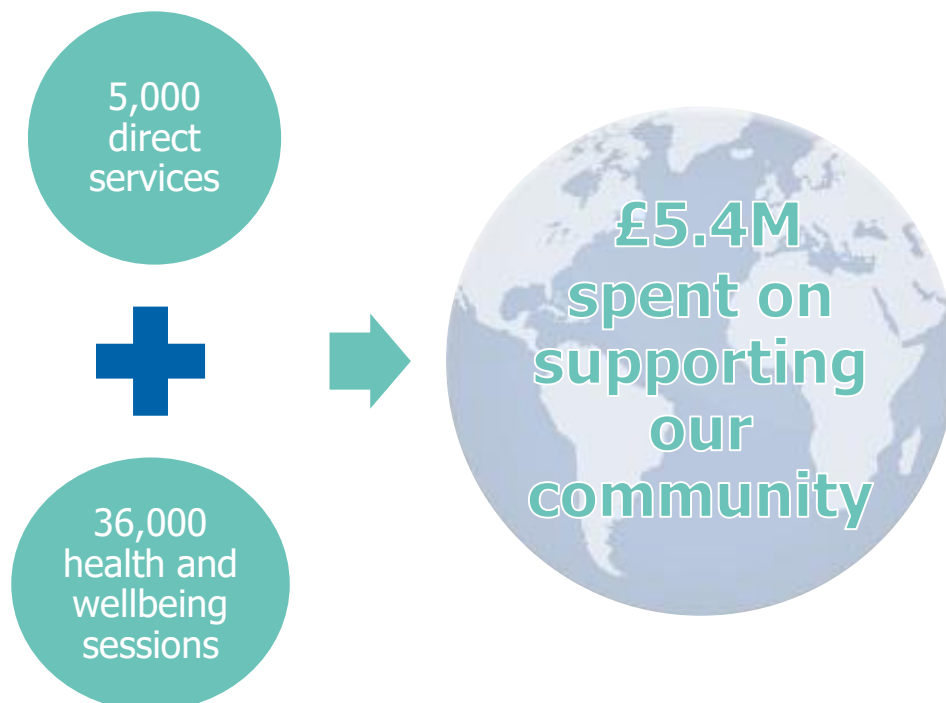
- Financial
- Health and wellbeing
- Underemployment and legal queries

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.

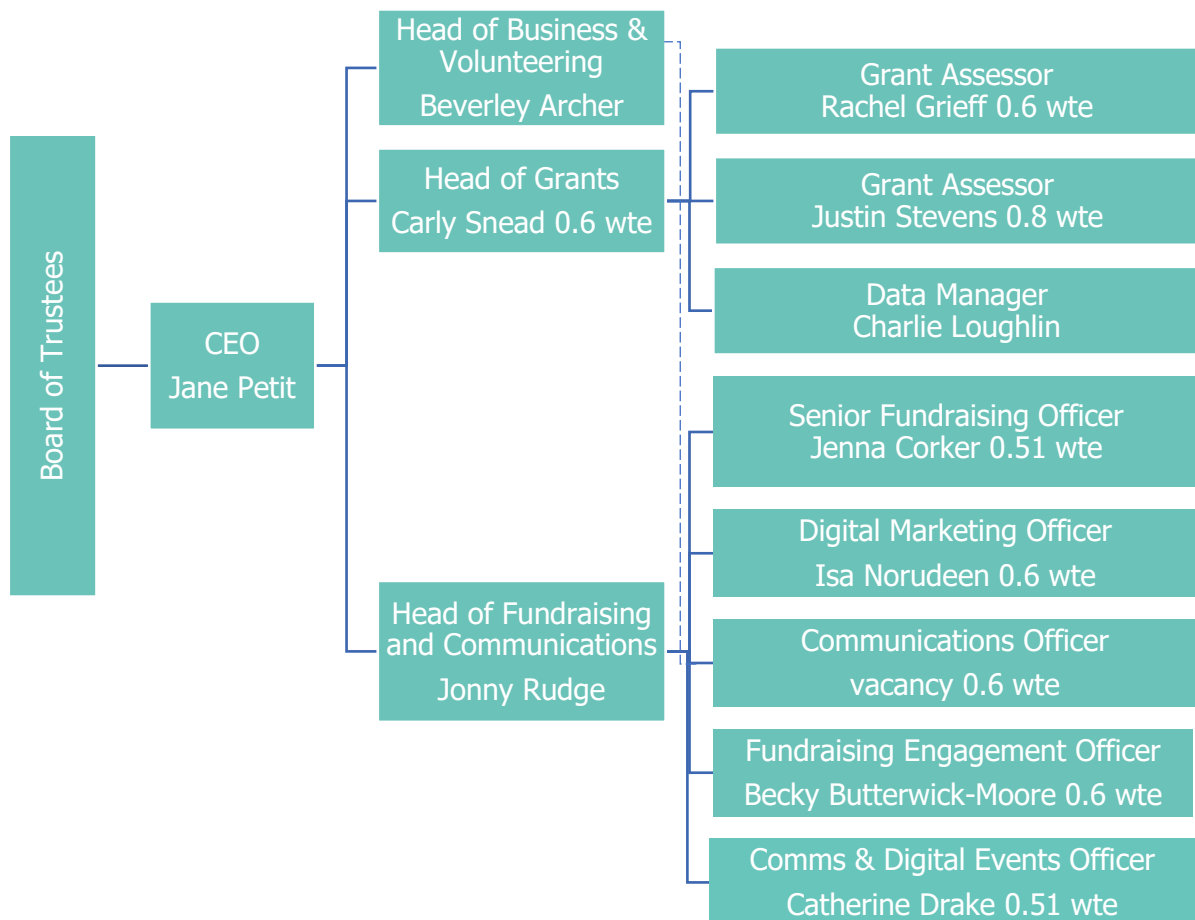
With our 2019-22 strategy we achieved amazing things



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.

# Foothold May 2025

## Organisational Structure



## About you and the role

“Like many benevolent fund charities, Foothold has a small staff team, but our impact is mighty!

We’re looking for someone who enjoys variety and takes pride in their work to join our flexible, remotely-based team as our new Communications Officer.

Hearing the challenges that the individuals we support are facing keeps us focused. As Communications Officer, you’ll play a key role in communicating the support our charity offers the engineering community, while also engaging our supporters by bringing our community’s stories to life.

We’re redefining relationships with long-standing communications partners, building new relationships, and building our presence across new platforms and communities. As Communications Officer, you’ll be pivotal in making sure our voice is heard through regular communications, and delivering our impact report and annual report.

We find creative ways of working as a team and look to showcase the individual talents and personalities that people bring to their role. At Foothold, you’ll have the opportunity to showcase and develop your skills across digital design, video and copy.

We encourage our team to be all-rounders, and you’ll be working closely and collaboratively with our Communications and Digital Events Officer, Digital Marketing Officer and fundraising colleagues to produce regular, engaging content.

This is a great opportunity to join a small, talented, and committed team as we test the best ways of engaging different parts of the engineering community, and how that engagement may evolve over time. You’ll help us evolve our communications and PR output, and in turn we’ll provide you with the support and autonomy to grow your skills.

We’re confident that you’ll enjoy working alongside the wider team and look forward to hearing from you.”.

*Jonny*

Jonny Rudge  
Head of Fundraising and Communications



## Your skills and experience

Criteria	Essential	Desirable
<b>Experience</b>		
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 leading on the production of multi-team comms pieces/campaign (e.g. annual reports)		✓
Experience of creating press releases and/or joint communications with strategic partners		✓
<b>Education and qualifications</b>		
A communications/marketing qualification (eg, CIPR/CIM)		✓
<b>Skills &amp; abilities</b>		
Ability to create compelling, impactful content across website and socials and optimise user journey & 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 design digital and print assets to support social campaigns/annual reports etc using tools such as Canva	✓	
Ability to analyse, interpret and evaluate multiple sources of data and make recommendations for development	✓	
Ability to think creatively, offering new concepts & solutions	✓	
Ability to work sensitively with Foothold community members to gather stories and testimonials	✓	
Effective time management to deal with competing priorities	✓	
Ability to work effectively as a member of a small team	✓	
Competent user of Microsoft Office applications and CRM	✓	
<b>Knowledge</b>		
Knowledge of performance monitoring including Google Analytics, keyword research, SEO and other digital tools	✓	

Knowledge of website content management systems	✓	
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	✓	
<b>Personal attributes</b>		
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	✓	

## About the role

<b>Organisation</b>	Foothold
<b>Job Title</b>	Communications Officer
<b>Location</b>	Remote working with attendance at meetings and events as agreed.
<b>Hours</b>	21 hours per week Core hours Tuesday 10am-1pm
<b>Salary</b>	£18k (£30k per annum pro rata)
<b>Reports to</b>	Head of Fundraising and Communications

## **Primary Purpose:**

The principal responsibility of the Communications Officer is to produce high quality content in a range of formats across a range of platforms, highlighting both the support Foothold provides and how people can support Foothold's work themselves.

Working with colleagues they will ensure that there is a well-balanced calendar of PR and communications with the aim of increasing engagement and audience size from both existing and new segments.

## **Key tasks**

- Have oversight of the website, including development, maintenance and quality assurance and SEO, ensuring web copy and landing pages are optimised
- Oversee email communication strategies and plans to ensure messaging is timely, appropriate and relevant to target audiences whilst optimising engagement through the monitoring of analytics
- Lead on the Foothold monthly e-newsletter, sourcing inspiring content from across the charity
- Lead on the design and production of the annual report and impact report, collating information from across the organisation and our community to feed into it
- Lead on the annual PR plan, identifying and implementing opportunities to build brand awareness; creating press releases and building and maintaining relationships with key contacts at news outlets and publications
- Contribute to and help to maintain the annual marcomms plan
- Work collaboratively with the rest of the marcomms and fundraising team to create and schedule inspiring and engaging content across Foothold's social media platforms, and identify new opportunities and trends to help grow engagement
- Work with the Digital Marketing Officer to plan and co-ordinate digital advertising using paid social media and Google Ads to reach target audiences, utilising Google Analytics and Data Looker to optimise performance
- Produce a wide range of engaging and creative content and assets to support Foothold campaigns
- Update and maintain a dashboard of performance metrics and produce ad-hoc reports
- Work collaboratively with team members to drive targeted campaigns to better understand audience segments and put in place journeys to develop effective relationships with the Foothold community
- Work sensitively with Foothold community members to interview, transcribe and create inspiring stories and testimonials
- Project manage activities from brief to delivery, including composing briefs, managing stakeholders and ensuring delivery of content on time
- Support colleagues to create their own content and materials in line with brand guidelines, values, key messages and style guidelines, and have

oversight of content contributed by third parties eg, bloggers, subject matter experts

- Supervise and develop communications and marketing volunteer(s), planning and delegating a range of appropriate tasks to support the team's activities
- Manage relationships with partners, suppliers and guest writers
- Cover for the Communications & Digital Events Officer and Digital Marketing Officer during periods of leave
- Develop and maintain relationships with key contacts at the IET e.g. marcomms team, communities, membership team and local networks and work collaboratively to identify opportunities to promote Foothold via IET events, publications and forums
- 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 concepts, trends and developments in communications and charity sectors 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:** 21 hrs a week

## **Organisational benefits**

- 32 days per annum annual leave plus Bank Holidays (plus office closure 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 for one year paid for by Foothold, and access to Foothold services

## How to apply

The application pack and equal opportunities monitoring form can be downloaded here:

<https://www.myfoothold.org/get-involved/work-with-us/>

## To apply:

Please submit 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 to [beverley.archer@myfoothold.org](mailto:beverley.archer@myfoothold.org). Please include your completed equal opportunities monitoring form.

If you have any further questions about the role, please contact our Head of Business and Volunteering [Beverley Archer](#).

**Informal Conversations:** these can be arranged with Jonny Rudge, Head of Fundraising and Communications, between the 3<sup>rd</sup> and 5<sup>th</sup> of June 2025

**Closing date:** applications should be submitted by 4pm on Friday 6<sup>th</sup> June 2025

**Interviews** will be held on Monday 16<sup>th</sup> June 2025 on Teams.

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

## Equal opportunities

Foothold values equality and diversity, and welcomes applications from candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Foothold, in compliance with the Disability Discrimination Act 1995, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments, please contact us. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

Recruiting Applicants with Criminal Records: Applicants with criminal records are welcome to apply for roles at Foothold. Advice and guidance on disclosing a criminal record can be obtained from Unlock. Successful appointment is subject to DBS checks appropriate to the post and references.

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.