



**MAYOR'S  
FUND FOR  
LONDON**

HELPING YOUNG LONDONERS GROW



# COMMUNICATIONS AND EVENTS MANAGER

**JOB PACK**

July 2021



## COMMUNICATIONS AND EVENTS MANAGER

**Contract period:** Permanent  
**Hours:** 35 hours per week (5 days a week, 9am-5pm)  
**Salary:** £30,000-33,000 per annum (dependent on experience)  
**Location:** City Hall, The Queen's Walk, More London, London, SE1 2AA

*Currently all staff are home-based working remotely until further notice. We will be moving to Union Street, SE1 later this year, at which point staff will operate a hybrid home/office working arrangements.*

**Terms of appointment include: 25 days annual leave, plus bank holidays, pension scheme- 3% employer contribution, flexible working and volunteering days.**

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## ABOUT US

The Mayor's Fund for London is a pan-London, non-political, independent charity, championing opportunities for young Londoners from low-income backgrounds. We believe that all young people, regardless of their starting point in life, should be able to thrive in their community, forge fulfilling careers and are able to take advantage of the outstanding opportunities that London has to offer.

Our work in the fields of food, wellbeing, numeracy and employment raises awareness of the barriers facing young Londoners, promotes the activities which best increases their opportunities and brings together the partnerships to make a measurable impact on young Londoners' lives. In 2020, we supported over 40,000 young Londoners aged 4-24 across all 33 boroughs, working in partnership with 721 schools, 110 community organisations and 195 employers, 173 charities, social enterprises and local authorities.

The Mayor of London, Sadiq Khan, is our patron.



## THE ROLE

The successful applicant will play a crucial role at the heart of the charity, helping us deliver a multi-channel communications strategy and a range of successful events. The role is charged with overseeing and developing our social media presence, increasing our profile in print and broadcast media, developing marketing collateral and managing key aspects of our events programme.

## PURPOSE OF THE ROLE

The role will help the Head of Marketing and Communications raise the profile of the Mayor's Fund for London (MFL), plan and execute events across the charity and develop marketing and communications collateral that positions the charity as a champion for young people in London. MFL is in a critical phase of its annual business plan with a series of high-profile events, corporate partnership development, and fundraising activities ahead. These will be central to the postholder's responsibilities from the outset.

We are looking for a confident, outgoing individual, comfortable in managing competing priorities and able to work collaboratively with a wide range of internal and external stakeholders. The successful candidate will be hungry to increase our profile, utterly reliable in their day to day activities, have a keen eye for detail and excellent writing and organisational skills. In return we offer a role in a growing, enthusiastic, fast moving team and the opportunity to make a real difference to the lives of young Londoners.

The Mayor's Fund for London is currently based at City Hall near London Bridge. The charity will be moving to a new location on Union Street, SE1, from later this year. The organisation will be moving to a hybrid working arrangement, with staff likely to be expected to be in the office two to three days per week. The role will involve occasional evening and early morning events so a flexible approach to working hours is required. Travel across London for meetings or events will also be part of the role, including from days when the postholder may be working from home.

## JOB DESCRIPTION

### Communications and Marketing

- To help refine and execute multi-channel integrated marketing and communications plans for the charity, in collaboration with Head of Marketing and Communications
- To lead on drafting, editing, and publishing all content across our website and social media channels (Twitter, Facebook, LinkedIn, Instagram and YouTube) and ensuring these remain up to date.

- Working with the staff team to identify opportunities for the charity to raise its profile with broadcast, print and social media, drafting press releases and liaising with the press
- Building a library of case studies and visual content to support the charity's mission and uploading/sharing such content in a timely manner
- Leading on the production of the regular supporters e-newsletter
- Working with staff to develop programme specific marketing collateral, including impact reports, presentation slide decks, etc, and quality assuring programme specific communications produced by staff
- Supporting all aspects of production, receipt and distribution of marketing materials, including the annual review
- Ensuring that the charity's brand, policies and core values have appropriate prominence across everything the charity does
- Ensuring that there is adherence to brand guidelines and the charity's house style by staff and supporters (where appropriate)
- Collaborating with external PR agencies, web developers, videographers, printers, as appropriate.

### **Events**

- Working with staff to project manage all aspects of the charity's events portfolio, including campaign events, pan London network events and fundraising dinners
- Liaising and managing external relationships, including logistics to do with venues, caterers, AV, guestlists, speakers etc
- Working with the Head of Marketing and Communications to develop collateral to support events e.g. speaker and team briefings, display, and promotional materials
- Ensuring appropriate publicity pre and post event
- Ensuring risk assessments and safeguarding policies are applied appropriately
- Ensuring that MFL's brand and values are always maintained

### **Youth Engagement**

- Supporting our Youth Board and other MFL youth groups to ensure their input is reflected across our organisation and programmes
- Ensure that all data, data entry and database management is carried out in relation to the role

### **General**

- To promote the Mayor's Fund for London brand wherever appropriate
- To undertake other duties across the Mayor's Fund for London that are commensurate with the role
- To attend events and provide ad hoc support to the wider team when necessary
- To work alongside delivery partners, the Mayor's Fund for London team and, on occasion, with staff at the Greater London Authority

## PERSON SPECIFICATION

We are looking for a confident, experienced and energetic individual capable of delivering the above in a professional manner. This is a front-facing role and the post holder will need to identify and exhibit behaviours which promote our values and purpose. The right candidate will demonstrate a flexible approach, and an affinity and empathy with our charity:

- Experience of creating positive coverage through broadcast, print and social media
- Relevant experience of event management, both virtual and in-person
- Communications skills to promote events and the mission of the charity as a whole
- Experience of using website content management systems e.g. WordPress
- Excellent copy writing and proofreading skills and a keen eye for detail
- A working knowledge of design packages such as Photoshop and InDesign (desirable)
- Strong IT skills, with good experience of using the Microsoft Office suite
- Confident using MS Teams, Zoom and similar platforms (preferred)

Candidates for the role should be able to demonstrate:

- Strong organisational and interpersonal skills and an outgoing nature
- Ability to multi-task and work to tight deadlines
- Flexible, high energy, and enthusiastic
- Ability to use initiative and work positively and independently
- Strong attention to detail and accuracy in all areas of work
- Demonstrable time management skills
- The ability to work independently and as part of a larger team
- An understanding of the challenges that face young people from low-income backgrounds