



# Communications Executive

📅 1 Start Date	@Jul 13, 2020
📍 2 Location	London
👤 3 Reports to	Marketing and Communications Manager
👥 4 Key Relationships	Programs Team; Communications Team
📄 5 Type	Voluntary
📌 Status	Open

Foundervine is an award-winning social enterprise specialising in start-up and scale-up acceleration programs. Since launching in 2018, Foundervine has helped over 2,000 future leaders create, test, sustain and develop entrepreneurial ventures.

We are looking for an aspiring or early career marketing professional who brings creativity, enthusiasm and significant experience in driving effective digital and brand content and communications.

This is a very attractive and challenging opportunity for an energetic and talented individual who is passionate about digital innovation, content and driving positive social impact, and who is keen to use their skills to inspire and engage diverse entrepreneurs across the UK and globally.

*Foundervine is committed to eliminating discrimination and actively encouraging diversity amongst our workforce by developing a staff team that mirrors the rich diversity found in our member population. We will not discriminate with reference to age, gender, sexual orientation, race, colour, religion, marital status or disability.*

## Role Purpose

The Communications Executive plays a key role in supporting the development and delivery of effective, engaging and measurably impactful digital content that builds, inspires and engages relevant audiences including

diverse founders, private and public sector stakeholders across the start-up ecosystem. They support day-to-day activities across Foundervine's channels and support the development of world-class content, providing analysis and long-term strategic recommendations in line with Foundervine's objectives. Q3 Objectives:

1. Improve our brand presence
2. Grow the Vine Community
3. Increase participation of women on programs
4. Deliver strategy for Vine Fellowship
5. Increase the diversity of the Vine Community

## Tasks and Responsibilities

- Support Foundervine's digital communication activities, including the re-launch of the Vine Community program, curation of digital content for the Vine Fellowship program and ongoing program-related communications;
- Support the development of program-based communications, including designing promotional graphics for upcoming events, social media content and video content;
- Support management of social media presence (including advertising/microtargeting via digital ads, designing specific, creative copy to promote programs), communicate with audience, respond to queries in a timely manner and monitor community feedback;
- Write and edit a range of materials (inc commentary, articles, Medium blogs, surveys, case studies and press releases);
- Engage with production of marketing materials, such as reports, presentations, printed materials and blogs, working with external partners as appropriate;
- Work closely with colleagues across Foundervine to act as a Communications consultant, advising on the most appropriate marketing, digital and PR opportunities to help meet the business objectives of the organisation;
- Evaluate success of communications activity, benchmarking against industry best practice and support Manager in reporting quarterly to

Board of Directors;

- Undertake any other duties within competence as required by Marketing and Communications Manager or wider team.

## **Desirable Experience**

- Demonstrable experience of working in media relations and marketing/communications - preferably including social media marketing and issues based campaigns;
- Some experience of event-related digital media management (preferably with a startup ecosystem angle);
- Some experience designing engaging promotional materials (preferably using platforms such as Canva or InDesign and editing video content);
- Experience building engaging newsletters and stakeholder communications;
- Some experience designing and implementing social media communications to align with business goals, including setting specific objectives, building content schedules and reporting on ROI;
- Willingness to work in a small, agile startup environment with a well-established remote team;

## **Knowledge and Skills**

- Knowledge of driving digital content development, brand communications and implementation across a range of formats, markets and channels;
- Excellent writing and editorial skills;
- Some experience writing blog content using Medium (desirable);
- Some experience using Twitter and Instagram to achieve business goals;
- Excellent understanding of media and their needs;
- Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills;

## **Behaviours**

- Interest in supporting and growing digital communities;
- Able to work across a range of projects;
- Able to remain calm in high pressure situations;
- Ability to meet deadlines and to prioritise competing deadlines;
- Sound judgement especially in terms of communications protocols;
- Adept and confident networker with strong influencing skills;
- Flexibility to support delivering during evenings and weekends as required;
- Ability to commit to and demonstrate Foundervine's values as outlined above;
- Able to proactively manage own well-being and the challenges of remote working.

## **Benefits**

- Exposure to amazing people and great thinkers globally;
- Opportunity to be part of a founding team of a forward-thinking, community-led brand;
- Continuous investment in your well-being and career growth;
- International engagement opportunities - particularly sub-Saharan Africa;
- Learning and Development opportunities;
- Travel and Resource Allowances;
- Peer-Led Reward Scheme.

## **Introduction to Foundervine**

Across the UK, the digital technology sector is thriving. In London in particular, tech grows at more than two times the national average, contributing £184bn to the British economy.

Despite this, the sector can feel out of reach for many. Our work exists because we see a digital technology ecosystem that feels out of reach for many diverse communities - particularly women and those from minority backgrounds.

We were founded by technologists and professionals who believe in a fairer start-up ecosystem. Frustrated by a lack of diversity, we're on a mission to remove the social barriers to entrepreneurship and build the greatest network of digitally enabled businesses in the world.

Our unique approach to supporting future founders actively involves enabling companies, both public and private, big and small, to utilise their talent in supporting social change. We believe that companies of the future will not be measured by the value of their assets, but on the impact of their activities on communities. We are proud to partner with world-leading companies to run start-up and scale-up acceleration programs that build the talent pipeline globally.

Delivery of high-impact programs is our top priority. Our key measure of success is the proportion of participants who achieve a positive outcome - in particular, continuing digital education, self-employment and digital careers.

### **Our Vision**

Foundervine supports future leaders around the world on a journey to unlocking their entrepreneurial potential. By building the pipeline of diverse talent in industry, we aim to encourage organisations and business leaders to invest in inclusive entrepreneurship, recognising the digital leaders of tomorrow.

### **Our Mission**

We are on a mission to remove the social barriers to entrepreneurship and build the greatest network of digitally enabled businesses in the world. We do this by helping diverse founders globally start up from scratch

### **Our Key Aims**

**Access:** We increase access to entrepreneurship and social entrepreneurship for diverse founders.

**Acceleration:** We increase opportunities for diverse founders, including providing access to networks, high-impact learning opportunities and investment-readiness support.

**Advocacy:** We act as a voice for underestimated entrepreneurs primarily in the UK and beyond.

## To Apply

To apply please send your CV and a covering letter (both of which should be no more than two sides of A4) answering the following questions:

**1. What attracted you to apply for this role?**

**2. Why would you be an excellent Communications Executive for Foundervine?**

Please use no more than 800 words total to answer these questions.

Please send your application to [hello@foundervine.com](mailto:hello@foundervine.com) by midday on Sunday 3rd July 2020 and title your email '*Communications Executive Application - Your Name*'.

Applicants are accepted on a rolling basis. First round interviews will be held during the week commencing 6th July 2020, depending on the outcomes of the first interviews, we will hold second round interviews the same or following week.

Unfortunately due to our limited capacity we are unable to provide feedback to candidates not shortlisted for interview.

## Job Applicant Privacy Notice

As part of any recruitment process, Foundervine collects and processes personal data relating to job applicants. We are committed to being transparent about how we collect and use that data and to meet our data protection obligations.

### What information does Foundervine collect?

Foundervine collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;

- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process; and
- information about your entitlement to work in the UK;

Foundervine collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

Foundervine will also collect personal data about you from third parties, such as references supplied by former employers. We will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

### **Why does the organisation process personal data?**

Foundervine need to process data to take steps at your request prior to entering into a contract with you. We may also need to process your data to enter into a contract with you. In some cases, Foundervine need to process data to ensure that it is complying with its legal obligations. For example, we are required to check a successful applicant's eligibility to work in the UK before employment starts.

Foundervine has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows us to manage the recruitment process, assess and confirm a candidate's suitability for employment, and decide to whom to offer a job. Foundervine may also need to process data from job applicants to respond to and defend against legal claims.

For some roles, Foundervine is obliged to seek information about criminal convictions and offences. Where the organisation seeks this information, it does so because it is necessary for us to carry out our obligations and exercise specific rights in relation to employment. Foundervine will not use your data for any purpose other than the recruitment exercise for which you have applied.

### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the recruiting team and interviewers

involved in the recruitment process. We will not share your data with third parties, unless your application for employment is successful and we make you an offer of employment. Foundervine will then share your data with former employers to obtain references for you. Foundervine will not transfer your data outside the European Economic Area.

**How does Foundervine protect data?**

Foundervine takes the security of your data seriously. We have internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

**For how long does Foundervine keep data?**

If your application for employment is unsuccessful, Foundervine will hold your data on file for 12 months after the end of the relevant recruitment process. At the end of that period your data is deleted or destroyed. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.