



# Candidate Pack



## Campaigns & PR Manager

**Reports to:** Senior Strategic Communications Manager

**Location:** London/ Midlands/ South / North West / Scotland Hubs or home based though some travel is to be expected.

**Duration:** Permanent, Full Time.

**Salary:** £35,000 - £42,000

- 1. Letter from CEO**  
A personal message from our Chief Executive Officer.
- 2. Who are MyBnk?**  
An introduction to our organisation, its mission, and values.
- 3. Our Programme**  
A quick guide of our suite of programmes.
- 4. Impact and Delivery**  
A overview of our impact during 2022/23.
- 5. Your Team**  
A view of the team your role will sit within.
- 6. Equality, Diversity & Inclusion**  
Our commitment to fostering and inclusive workplace.
- 7. Overall Purpose of the Role**  
Understand the broader objectives and significance of your position.
- 8-9. Key Responsibilities**  
The main duties and expectations associated with your role.
- 10-11. Person Specification**  
The skills, qualities, and attributes expected from team members.
- 12. Benefits**  
An overview of the benefits package.
- 13. How to Apply**  
Step by step guide on the application process and what to expect.

# Letter from our CEO

Dear Candidate,

Thank you so much for your interest in MyBnk.

MyBnk is a UK wide charity that delivers expert-led financial education programmes to 5–25-year-olds. Our mission is to empower young people to take charge of their future by bringing money to life through innovative, high impact and energetic programmes. We deliver to anyone but maintain a focus on those in need.

## **This means we try and target:**

- School children with low financial capability – who need help most.
- Young adults in the greatest need – those who cannot afford mistakes.

## **Our research shows that the best time to make a difference is:**

- With the very young and when habits are set.
- Aged 11-16 when you are increasingly engaging with money and preparing for the
- future. All young adults entering independence who are making choices, now.

## **We have three Directorates that support the organisation:**

- Programme and Delivery Directorate
- Fundraising and Communications Directorate
- Finance and Operations Directorate

You will be joining a great team of people who are motivated to help level the playing field for young people. We encourage people of all backgrounds to apply for roles at MyBnk, and have a staff led Equality, Diversity and Inclusion committee which you will be most welcome to join.

MyBnk is a growing organisation; in every sense of the word and the future for us is set to be very exciting and promising – we need your help to shape it.

If there are any adaptations that need to be made to ensure the interview process is accessible for you, then please let us know.

Good luck with your application and I look forward to meeting you!

Leon Ward.





# Who are MyBnk?



Watch the video to find out more about who we are



## Our Vision:

A financially capable generation.

## Our Mission:

To empower young people to take charge of their future by bringing money to life.

# Our Programmes

## School aged children and young people

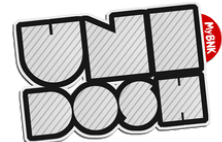
Primary



Secondary



16- 18 year olds



Our expert-led school age programmes aim to build financial capability at key transitional moments, addressing mindsets, attitudes and behaviours to help young people form an understanding of the wider world of money.

## Young adults



Our expert-led programmes aim to give young adults in vulnerable circumstances 'survival' money skills and knowledge that they can implement immediately in their transition into independent living

# Impact & delivery



Impact Report 2022/23

## 37,025

young people supported through our financial education programmes in 2022/23

## Our work across the UK

MyBnk continue to expand nationally reaching young people in all our UK nations.



**1891**

programmes delivered - more than 7 per day



**37%**

hours in schools



**63%**

hours with 16-25 year olds



**9098**

delivery hours



**Over 120**  
local councils worked with



**2099**

money management accreditations

# The Communications Team



Claire Quigley

Fundraising & Communications Director

Senior Strategic Communications Manager

Online Learning Manager

Campaigns & PR Manager

Digital Communications Manager

Digital Communications Assistant

# Equality, Diversity & Inclusion

MyBnk is dedicated to building an inclusive culture and working environment that promotes a sense of safety and belonging for our staff to feel supported to achieve their potential. We know there is further to go.

In 2020, MyBnk established an Anti-Racism Committee, which worked with the wider MyBnk team to present companywide actions and recommendations to ensure that we are listening, learning and constantly evolving to root out and tackle racism in all its forms. In 2022, we created a staff-led Equality, Diversity and Inclusivity committee to continue and build on this work.

We know that having an inclusive environment with diverse perspectives is essential in robust decision making, so we're inclusive in how we engage our staff, supporters, volunteers and young people when making decisions.

We want to ensure that our staff represent the young people they support so they can provide meaningful, authentic education opportunities. We therefore encourage applications from all backgrounds, particularly those with lived experience of disadvantage.

## Our Values:

1. **Respectful:** I am respectful and acknowledge that the needs of others may be different to my own.
2. **Committed:** I stretch and challenge myself in the boundaries of my role and am committed to supporting the team.
3. **Brave:** I am brave, speaking up and cultivating self-awareness at work.
4. **Accountable:** I am accountable for my actions and strive to understand the impact of my work on others.
5. **Empathic:** I show empathy to my colleagues and cultivate kindness at work.





## Overall purpose of the role:

Part of the Fundraising and Communications Directorate, our newly created Campaigns & PR Manager will design, execute, and oversee campaigns and public relations initiatives that effectively raise awareness of MyBnk's mission, programmes, and impact within our target audiences and broader community.

This role involves leveraging various communication channels, including traditional media, digital platforms, and events, to engage stakeholders, build relationships, and drive support for the MyBnk's mission. This person will coordinate national and regional PR campaigns ensuring that MyBnk presents a consistent narrative and that it is positioned as a sector leader. They will be the main press/media contact at MyBnk and will work closely with our retained public affairs agency.



## Key responsibilities:

- Managing Public Affairs events, writing and editing speeches, press releases, producing impactful case studies and other compelling content and managing media relations across the UK.
- Produce high-quality written recommendations, publications and other materials that communicate complex messages clearly and effectively to a range of stakeholders.
- Overall responsibility for planning MyBnk's campaign messages including monitoring and measuring the impact of media coverage.
- Spokesperson at events and, providing media/events briefings.
- Advise and support senior staff in their political relationships with Ministers and senior advisers. Keep abreast of the political and financial climate and advise the organisation on the opportunities these provide to further MyBnk's objectives.
- Manage and cultivate media/press/influencer relationships

# Working across MyBnk

- Work with colleagues across the country as we continue to develop and grow the organisation.
- Contribute to areas of the organisation that are 'outside' your immediate focus acting as trusted counsel to those in roles or teams that are different to yours.
- Embed yourself into the organisation – recognising that our strategy and business plan are yours to deliver and that our culture is shaped with you and by you.
- Comply with all MyBnk management processes – helping us to help you do the best job you can.
- You will need a fluent command of English and the right to work in the UK.

As with all roles at MyBnk this job description outlines the key responsibilities, requirements, and attitudes of the role. It is not an exhaustive list of tasks that need to be completed and MyBnk reserves the right to amend the job description as both the role and the organisation evolve.

Naturally, the nature of our work means there will occasionally be a need to work outside of our core hours for which TOIL will be provided.



# Person specification

You do not need to be an expert in financial education. We will provide all the training you need. You may also have the opportunity to undertake formal accredited training.

## The ideal candidate will possess:

The Campaign and PR Manager plays a crucial role in enhancing MyBnk's visibility, reputation, and impact through outstanding storytelling, and relationship-building efforts. They will provide leadership and expertise around campaigning, lobbying and public relations to senior management and engage our trustees in this work. By effectively leveraging campaigns and PR initiatives, this role contributes to advancing MyBnk's vision of creating a financially capable generation. The successful person will be a passionate advocate for social mobility/education/financial literacy, with a steely determination to drive societal change.

## Experience

- Proven relevant experience and/or a minimum of four years' experience in a similar role, preferably in a similarly sized charity or in the education or financial sector.
- Significant experience of strategic public affairs and/or campaigning work designed to achieve change.
- Building and maintaining relationships with media outlets, journalists, and influencers to secure positive coverage for campaigns, events and/or achievements.
- Vast experience of drafting press releases, pitching stories and responding to media inquiries i.e. excellent copywriting skills.



- Developing both national and regional campaigns and PR strategies.
- Managing and exceeding KPI's.

## Skills and abilities

- Measurement and Evaluation: Monitoring and analysing the efficiency of campaigns and PR efforts through KPI's, metrics and feedback. This includes tracking media coverage, social media engagement, website traffic, and other relevant metrics to inform future strategies
- Crisis Management: Anticipating and responding to potential PR issues or crises that may arise, including negative media coverage, controversies, or public scrutiny. This includes the development of crisis communication plans, coordinating responses, and mitigating reputational risks to protect MyBnk's brand and reputation.
- Ability to project manage multiple projects to meet agreed deadlines including overseeing the production of high-quality campaign content.
- Ability to work with external agencies and take advice on campaigns, for example, from our Public Affairs agency.
- Skills in content creation, including writing press releases, articles, blog posts, and other multimedia as required



## Knowledge

- PR & Campaign planning will be key. You will need to know how to craft key messages, set goals, select the appropriate channels and measure effectiveness
- Event planning and management knowledge that support planning, promotion and executive would be useful. Potential events include thought leadership round tables, educational seminars and research events.
- Financial education landscape in the UK and/or knowledge of issues like social mobility, homelessness or youth work.



# Benefits



-  25 days per year annual leave, pro rata full time equivalent (plus bank holidays and Christmas break closure).
-  Flexible working policy.
-  Income protection insurance.
-  Death in service insurance.
-  Cash Health plan.
-  Annual training allowance.
-  Enhanced maternity, paternity and adoption leave and pay.
-  Pension scheme.
-  Season ticket loans.
-  Cycle to work scheme.
-  Mental Health support, access to counsellors and in-house mental health first aiders.



# How to apply



## Information Session

Claire Quigley is the hiring manager for this role and will be holding an information session on 4th July at 12pm for all those who are interested in applying. Click on the 'Webinar' image on the right for more details.

## Important dates:

The closing date for this role is: **19th July at 5pm**

First stage interviews will be held virtually on: **24th & 26th July**

Second stage interviews will held virtually on: **1st & 2nd August**

## To apply for this role please:

1. Click [here](#) to access our vacancies site;
2. Enter your details and submit a CV and supporting statement that outlines how you meet the criteria for the role and your interest in MyBnk.

If you require any adjustments throughout the recruitment process, please contact MyBnk HR at [jobs@mybnk.org](mailto:jobs@mybnk.org)

If you have any other questions about the application process, please contact MyBnk HR at [jobs@mybnk.org](mailto:jobs@mybnk.org)





Address: 3 Bath Place, London, EC2A 3DR Phone number: 020 3581 9920 Email: info@mybnk.org Web: mybnk.org MyBnk is a company limited by guarantee (No. 6215005) and a registered charity (No. 1123791) - SC050175 in Scotland