



# Candidate Pack



## Digital Communications 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

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A personal message from our Chief Executive Officer.
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An introduction to our organisation, its mission, and values.
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A quick guide of our suite of programmes.
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A view of the team your role will sit within.
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# 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

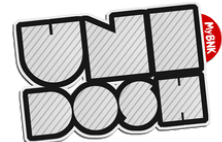
### Primary



### 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, this newly created Digital Communications Manager will develop and implement the Digital communications strategy aligned to the wider Fundraising & Communications strategy, determining the most effective digital channels and tactics for MyBnk and associated KPI's.

This person will manage engaging content for all MyBnk digital platforms including website, social media, email newsletters, blogs and digital campaigns: this will include writing, editing and curating content on a regular basis. They will be responsible for overhauling, management and development the MyBnk website and other digital platforms, using data and insight to develop and optimise digital activities and content to reach new audiences, maintain existing audiences and drive conversions. They will be data and insight lead, with a deep understanding of the various audiences and their needs across all digital channels and will produce regular reports demonstrating the performance of digital channels and campaigns. This person will be expected to have several years' experience in a similar role and will be expected to deliver material that is accessible to a wide range of needs.



## Key responsibilities:

- Content creation and curation for all digital platforms, to help raise MyBnk's profile and influence the external agenda to bring about change in financial education for young people.
- Responsible for developing and implementing a detailed digital communications strategy, supporting the Senior Strategic Communications Manager in the identification, development and direction of the work of the team.
- Leading and championing digital engagement internally and externally.
- A creative, proactive and adaptable approach to build on MyBnk's current offering, ensuring that tools evolve based on changes in technology, industry trends and organisational priorities.
- Line manage the Digital Communications Assistant ensuring that consistency in approach is achieved, and quality maintained by monitoring and policing.
- Develop and maintain strong partnerships with internal and external key stakeholders, providing professional advice, expertise and education on all digital communication activities and channels whilst ensuring communications requests and outputs meet the digital communication strategic objectives.
- Use data and insights to map and analyse audience behaviour to inform digital communications activity.
- Effectively manage resources within allocated budgets and deadlines.

# 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:

A sound understanding of various digital communication channels with experience of strategic planning, collaboration and content creation.

### Experience

- Proven experience in Communications, digital media, or a related field. Preferably, you will have a certificate in digital marketing or communications and/or four years' experience in a similar role.
- Extensive professional use of social media channels, CMS and other digital communications platforms
- Proven experience of leading, planning, delivering and evaluating successful digital campaigns for a charity or campaign or equivalent.
- Budget management including for advertising and SEO
- Experience managing multiple digital platforms and experience in online community management



## Skills and abilities

- Digital Marketing Skills: Strong understanding of digital marketing principles and best practice including SEO, SEM, email marketing, content marketing and digital advertising
- Content creation and management: Proficiency in creating and editing various types of digital content, such as social media posts, blog articles, videos, infographics and website content.
- Social Media Management: Experience in creating content for social channels, scheduling content using Buffer (or similar) and analytics.
- Email marketing: Hands on experience with email marketing platforms (e.g.: Campaign Monitor, Mailchimp etc) to create and execute email campaigns, segment audiences and analyse campaign performance.
- Website Management: Familiarity with content management systems (e.g. WordPress, Drupal) and basic HTML/CSS skills for updating and maintaining websites.
- Analytics and reporting: Ability to analyse digital marketing metrics and KPIs to measure the effectiveness of campaigns, generate insights and make data driven decisions.
- Project Management: Strong organisational and project management skills to effectively plan, prioritise and execute digital communication initiatives within deadlines and budgets

## Knowledge

- Website analytics tools like Google Analytics, social media analytic platforms and email marketing software.
- Experience using design software like InDesign and/or Canva
- Understanding of brand principles and experience of maintaining brand consistency across various digital channels.



# 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