

**Head of**

**Communications and**

**Public Fundraising**

**Closing Date: 21st Nov, 11.59pm (GMT)**

Dear applicant,

Thank you for your interest in applying to work for Glitch!

At Glitch, we care deeply about our team, and the work we do together. Our organisation was born out of frustration and lived experience but with the knowledge and ambition that both tech companies and we as citizens can and should do better online.

Since 2017, we have firmly placed the online safety of women and marginalised genders; and digital citizenship on the map, by bringing awareness to the problem but also solutions. More is being done to help centre the online experiences of women and those with multi-intersecting identities.

At Glitch, you will be expected to do the work and do it well, but we don't buy into the idea that in order to succeed, work should equal burnout. We invest in personal and professional development; we believe in boundaries and practising both individual and collective self-care. This is all vital in order to achieve our ultimate mission: ending online abuse.

We're a Black-founded, tiny start-up charity, expanding as both the subject matter and our methodology gains recognition and support around the world. With our ambitious plans taking shape, this is a very exciting time to join Glitch. You will be part of an internationally acclaimed organisation, helping to support us in our future developments and direction. This application pack has all the information you need to consider if this role and organisation is the right fit for you, to put in a strong application, and of course to actually apply.

I look forward to learning more about you during the recruitment process, and send you very best wishes!

*Seyi Akiworo*  
**Founder and CEO**

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## About Glitch

Glitch is a UK based charity committed to ending the abuse of women and marginalised people online. Through workshops, training, reports and programmes, we equip our intersectional community to become the digital citizens we need in the world today. From grassroots to systemic change, we advocate for an online world that is a safe space for all. Glitch was founded in 2017 by Seyi Akiwowo, a former politician and Digital Leader of The Year 2019. We focus our effort on three key areas:

Awareness, Advocacy and Action. In four years, Glitch has:

- Delivered bespoke **workshops** on digital citizenship, self care, safety and self defence to over 4000 people
- Launched our first [Glitch Digital Citizenship Toolkit](#) - a free downloadable resource outlining how everyone can play their part in ending online gender based violence which has been downloaded by over 1000 people across the world. Also, launched [Glitch Toolkit 2.0](#) - a free e-resource for Black women, non-binary people and allies
- Presented at **38th United Nations Human Rights Council** on Online Violence Against Women
- Developed partnerships with leading organisations, such as **Amnesty International, Digital Action, European Women's Lobby, Change.org, The End Violence Against Women Coalition** and the **Anti-Semitism Trust**
- Launched a [Black Lives Matter Online Too](#) campaign and petition which has led to working with Twitter to support its users on digital self-care

- Invited to join both **Twitter** and **TikTok's Trust and Safety Council** and to give evidence at the **House of Lords Digital Committee on Freedom of Expression**

## Job Description

**Role:** Head of Communications and Public Fundraising

**Reports to:** Rachel Grocott, Interim Head of Communications and Public Fundraising; and later Chief Operating Officer (new position currently being recruited)

**Responsible for:** executing the organisation's communications and fundraising strategies, specifically:

- Communications, 60% of role: brand management and development, PR and media relations, social media, website and email communications, ambassador strategy and relations
- Fundraising, 40% of role: corporate partnerships, community fundraising, individual giving and regular giving (for clarity this role does not include Trusts and Foundations fundraising).

**Will manage:** Communications Manager role, to be recruited in 2022

**Working pattern:** Full time, remote and flexible working available- option of working 4 days per week (heavily encouraged as an organisation)

**Salary:** £37-42,000 FT

**Pension:** 3% employer and 5% employee pension contribution

**Contract:** Permanent

**Holiday:** 28 days including Bank holidays and 3 days over the Christmas period. After three years continuous service you will be entitled to two extra days annual leave for every completed year of service, up to a maximum of 10 extra days of leave.

**Employer:** Glitch ( Charity Number 1187714 )

**Hiring Manager:** Rachel Grocott, interim Head of Communications and Public Fundraising

**Place of Work:** Remote working with some travel required for in person meeting once restrictions lifted

**Benefits:** Our team's mental health and wellbeing is a top priority. We aim to support creating an environment where everyone can bring their best selves by creating an open culture through regular check-ins, group meditation sessions and complimentary access to [Health Assured](#). We also have a supportive parental leave policy.

Glitch will consider job share applications from two candidates who choose to apply for the role together via a shared application.

## **Role Overview**

This Head of Communications and Public Fundraising is a pivotal role in Glitch's future-proofing plans and ambitious growth, with responsibility for delivering our ambitious communications and fundraising strategies. The postholder will play a significant role in establishing Glitch as a known, credible thought leader on digital citizenship internationally as well as develop our multiple income streams. The Head of Communications and Public Fundraising is specifically responsible for all non-trust and foundation fundraising, marketing, brand development, press and media, partnerships and social media.

This role would suit someone with significant and varied experience in communications that is highly organised with demonstrable experience of taking the reins on communications and income generation, in a small charity or start-up environment. We're looking for somebody innovative, proactive, extremely strong on communication processes and systems, and open to developing and learning with the organisation. Our environment is exciting and fast-paced, though also balanced with meaningful self-care and development. We would love to welcome a new team member who will flourish in this very special environment.

The postholder should have an understanding and passion for intersectional feminist values and be deeply committed to diversity and equality in society.

## **Role Responsibilities**

### **Implementing our Communications Strategy**

- Delivering and reporting on Glitch's communication strategy, content, and distribution channels, press and media to support our strategic goals
- Designing strategic press and social plans around key campaigning periods, policy moments, and research launches as well as tracking ROI and KPIs to ensure relevancy, quality and effectiveness
- Ensuring Glitch has a strong, consistent voice on all communications in the political, tech and activism spheres

- Managing a high-volume of communication requests simultaneously, meeting tight deadlines and working well under pressure
- Representing Glitch at relevant events with donors and supporters, as well as one-on-one meetings
- Maintaining a thorough knowledge of all aspects of the work of Glitch and its related issues and keep informed of external affairs that may affect the organisation

**Brand management:**

- Developing and delivering clear, consistent comms across the wide range of Glitch's work, both proactively and in response to external events and issues, in line with our brand
- Acting as a brand steward for all communications outputs, assets and activities; guiding internal stakeholders and driving external agencies to utilise the brand in a consistent, fresh and audience-appropriate way
- Developing relationships with existing and new Glitch Ambassadors to enlarge the amplification of our messaging and achieve our strategic goals
- Managing external agencies including branding, web development and PR
- Overseeing and scheduling website content, using analytics to inform future content

**Media relations**

- Identify key press targets based on organisational and campaign goals
- Maintain and nurture relationships with key journalists and titles, ensuring best practice and adherence to relevant legislation
- Write and pitch op-eds, blogs, podcast appearances etc

**Social media management:**

- Proactively managing our social media channels in order to achieve our objectives, with a focus on Twitter
- Coordinating social media calendars and delivering on communication processes ahead of Glitch events and workshops to help increase attendance
- Planning, editing, sourcing and developing content for social media and website platforms

**Growing and nurturing our email subscriber lists:**

- Create and execute email journeys that deepen supporters' engagement with Glitch and our mission, while helping us to achieve our financial and campaigning goals

### **Online and public fundraising**

- Further developing individual donor, community, and corporate donations, growing income and identifying new opportunities, including development of relationships with existing and new corporate partners, major/mid-level donors, and individuals
- Ensuring high quality stewardship and communication with individual, corporate, and community donors
- With the help of the Fundraising Consultant, maintaining our records of supporters and donations ensuring best practice and adherence to relevant legislation
- Working with our Finance team to ensure all donations are collected and recorded correctly
- Budgetary oversight for Fundraising and Comms and that all funds are raised in line with Glitch's ethics and values and Partnership and Fundraising Policy

### **Team**

- Working closely with our Programme, fundraising, and policy teams to build a strong narrative around our work, the needs of our community, and our services
- With the COO and CEO creating and delivering an internal communications plan
- Creating a healthy and positive and inclusive culture in your team through role modelling, in line with our values
- With the COO, CEO and Fundraising Consultant embed a fundraising culture within Glitch and design our multi-year public fundraising strategy, with realistic returns and achievable growth
- Work with our external grant writers to bring in additional funding from trusts and foundations in line with broader strategy
- Ensure the Board of Trustees, (particularly the Comms Trustee) are regularly updated on the progress of fundraising and our comms engagement, using a transparent and consistent reporting framework and attending Comms Committee meetings.

## Person Specification

### Essential Experience and Skills

- Ability to understand multiple, diverse audiences and translate complex issues about policy and campaigning into clear, simple and consistent messages and themes
- Ability to see the 'big picture' while still being able to 'work in the weeds' when needed, and prioritise multiple demands on limited time, in line with our overall strategy
- Ability to work with journalists and media, including writing and pitching releases and op-eds
- Excellent grasp of communications tools and analytics, and a strategic understanding of how to use and deploy them including social media scheduling tools
- Strong experience of writing and editing, with a compelling style and outstanding spelling, grammar and clarity
- In-depth knowledge of proactively managing all social media platforms, particularly Twitter and Instagram
- Experience of delivering successful email and social media campaigns
- Strong track record in generating income and experience of developing individual donor, community, and/or corporate income, including bringing in new donors
- Experience of developing and implementing a strong stewardship programme, alongside clear understanding of best practice around management of donor data
- Excellent leadership, project management experience and team working skills
- Strong understanding of discrimination and intersectionality

### Desirable Experience and Skills

- Experience of overseeing strategic comms within a small or start up charity
- Experience of working as a senior leader within a third sector, public sector, or voluntary organisation, including setting strategy and managing change
- Experience of working with a Board of Trustees
- Experience in public and online fundraising, including individual and regular giving and corporate partnerships
- Experience of successful paid advertising campaign
- Experience of marketing products, services and supporting sales strategy
- Knowledge or experience of tech or gender rights or human rights.



## **Our Vision and Values**

### **Our Vision**

Our online space is a safe and inclusive arena for all digital citizens to participate. Our online community is as important as our offline one, which is why people, institutions and businesses need to play their part in creating a safe online world. Everyone should feel confident and equipped to engage in online and offline spaces - particularly those disproportionately affected by discrimination, including all women and girls.

### **Our Mission**

To awaken a generation of digital citizens equipped to create and demand safe online spaces for all.

### **Our Values**

- **Collaborative:** We're building an active community to help us achieve our goals. We can't do it alone, we need consensus.
- **Dynamic:** The needs of the digital community are constantly evolving. We have to stay ahead of the curve.
- **Trusted:** We're specialists within our field. We're a trusted source of information and expertise.
- **Self care:** We understand that we have to take care of our own wellbeing first. We prioritise our own wellbeing so we can help others effectively.
- **Brave:** As an independent charity we're not afraid to go against the grain or to challenge institutions, agencies and big business.
- **Empowering:** We equip people with the tools to have greater agency over their online usage.
- **Inclusive:** We have a human rights and justice framework for our work. We strongly believe online abuse and effective solutions to systemic issues need to be seen through an intersectional lens.
- **Progressive:** While helping to build the future we all deserve, it's important to have a reflective and reflexive approach to our operations and delivery as a charity.

## **Our Organisation and Community Culture**

Glitch is a **rally activist**. Yes, we're a registered charity, but we're also a group of activists who want to get people to rally around online abuse and make the world safe. We want more people to care and prioritise making online spaces safe for all.

Glitch is a **thoughtful leader**. We are paving the way for digital citizens and inspiring others to join us in this critical mission. Our authority is considered - we don't make brash comments or hollow promises. Our empathy is what brings people in.

Glitch is a **relatable storyteller**. We're part of the online world and we speak and act in a way which is familiar, engaging with our community in an everyday, easy to understand tone. We tell stories, either from our own experiences or those of others (but always with permission), so we can show - not just tell - how important the work we're doing really is.

## Application Questions

Please see Glitch's vision and values in our application pack. Our organisation and community includes feminists from a range of backgrounds and all genders, centring the voices and liberation of people who experience online gender based violence. Does this align with your values? (Yes/No)

Do you have the right to work in the UK? (Yes/No)

Initials (We prefer to sift applications anonymously. Please use your initials rather than your name):

Email address:

Phone number:

You and Glitch. Why are we such a great fit?

What is your understanding of Glitch's values and how it could shape communications and fundraising for our charity?

From your portfolio, send us one example of each the following. Each one should be accompanied by 2 sentences telling us: 1. Your role in creating it, and 2. Reasons you are proud of it.

1. Website design/production
2. A press release, blog, op-ed, opinion piece or other article
3. Social media posts, ideally on Twitter or Instagram, which includes visual assets of your creation and a caption.
4. Fundraising campaign

Submit your CV (We prefer to sift applications anonymously. Please use your initials rather than your

name and leave identifying details such as email addresses off your CV):

For Equality Opportunity Monitoring (optional):

How would you describe your gender?

How would you describe your race?

## How to Apply

Deadline to apply: **Sunday 21st November, 2021, at 11.59pm GMT.**

Only applications sent via [this application link](#) will be accepted. You will need a gmail account to sign in and receive a copy of your application. Please remember to attach your CV and on your CV include contact details of two references.

There will be two Q+A drop-in sessions in August, this will be an opportunity to find out more about Glitch, the team, our work and ask us questions. Please keep an eye out on our social media and website for confirmed details of these sessions.

We prefer to sift applications anonymously. Please use your initials rather than your name and leave identifying details such as email addresses off your CV.

Please note that to keep our recruitment process open and fair, we will not negotiate salaries outside the advertised range.

Applications via email will not be accepted. Please note that, as we receive a huge volume of applications, only short-listed candidates will be contacted. Position remains open until filled.

## The Recruitment Process

Our recruitment process aims to see candidates at their best. That's why we set out the process from the beginning. We will ask you to show your skills, not just talk about them—through examples of your work or an exercise.

You are welcome to request an initial 15 min conversation with someone from the Glitch team to ask

any questions you have about Glitch and the role before the application deadline and first interviews.

The first interview will be a values and part 1 competency based interview, based on the person specification. This interview will be with the CEO, Glitch Trustee and our Fundraising Consultant. These interviews will be scheduled over Monday 29th November and there will be a timed interview exercise.

The second and final interview will be a values and part 2 competency based interview with Rachel Grocott, Interim Head of Communication and Public Fundraising and someone else from the Glitch team. This will take place on Wed 1st December.

During the process, we will ask to talk to referees including people you have previously managed.

We will update you with as much notice as possible if we have to adapt our recruitment process.