



Job Description – Communications Manager

Post Title: Communications Manager

Organisation: Family Business UK (FBUK)

Location: Combination of central London, working from home, UK travel as required

Full Time Equivalent: this role is a 2 day-per-week (40% FTE) role.

Reports to: Director of Membership and Marketing

Works with: All members of the Executive team

Salary: £20,000 per annum

About Family Business UK (FBUK):

Family Business UK (FBUK) is a not-for-profit membership body for UK-based family businesses. FBUK was founded in 2001 as the Institute for Family Business (IFB) and rebranded as Family Business UK (FBUK) in 2023.

There are 5.2 million family businesses in the UK – 86.2% of all businesses. They employ 14.2 million people (51.4% of all those employed in the private sector), contribute £637 billion to UK GDP (29.3% of the nation's economic output) and pay £205 billion in tax.

Family businesses offer a model of responsible and sustainable business that needs to be championed. However, the voice of family businesses needs to be better represented and supported by regulation that incentivises investment, enabling them to plan for the future, and helping our economy to grow and society to prosper for generations to come.

We believe family businesses have an unprecedented opportunity to offer a model of responsible business for others to be part of, work with, even adopt. A model well placed to both navigate the difficult times we face now and to prepare for future growth and more prosperous times ahead.

Our **Purpose** is to help family businesses create a more prosperous and sustainable future for generations to come.

Our **Mission** is to help future generations to live in a more prosperous and sustainable world than we live in today.

Our **Strategy** brings family businesses together, and along with subject matter experts, advisors, academics, regulators, and civil society to:



Advocate for responsible and sustainable family business models, providing unified and strong voice to influence government policy and shape markets through:

- collaborative research and thought-leadership on issues of material importance to family business mapped to the multi-generational life stages of family businesses (e.g., governance, tax, succession, ESG, family dynamics, and philanthropy)
- proactive engagement with Government and regulators on policy reform and responses to Government consultations

Apply thought leadership and the results of our advocacy work to support family businesses in capacity building, decision-making, day-to-day management and operations of their businesses, and family relationships to drive sustainable bottom-line performance by leveraging:

- best practice frameworks, and practical tools and resources tailored
- facilitated networking, peer-to-peer learning, site visits, seminars, workshops, coaching, mentoring, backed-up by access to online resources and a knowledge library
- advisory recognising every family business is unique and at a different stage on the journey

Amplify the voice of family businesses, championing and celebrating the sector through:

- campaigns, events, activities, media partnerships, press and PR activity that build awareness and recognition of the role, contribution and impact of family businesses and support the growth and future success of the sector

Role overview:

The Communications Manager is a vital and pivotal role in the FBUK, key to both our success as a team, and critically important to our ability to engage FBUK Members and external stakeholders in an exciting and leading-edge programme of content and activities.

The successful candidate will be expected to work closely with the Director of Membership and Marketing to craft and produce exciting and engaging written copy, content that attracts and engages relevant stakeholders and target audiences, that include senior figures within many of the biggest and best-known family businesses in the UK.

What we offer you:

As Communications Manager, this role offers the right candidate the opportunity to contribute to, and help develop and craft a critical area of FBUK's work, growth and success – namely how we attract and engage FBUK stakeholder audiences. You have the opportunity to make your mark, shape our future, and help maximise our impact in our chosen areas.



The role is varied and no two days are the same. You will meet and liaise with a wide range of business owners and leaders who all feel passionately about what they do as do we at the FBUK.

We prioritise a positive work environment where people enjoy coming to work. We are a friendly and open team, and operate flexibly. We are looking for candidates who want to be part of collaborative, and supportive culture and environment.

Purpose of role:

The purpose of the role is to be an active member of the FBUK Executive team to ensure we produce content and communicate in an appropriate, relevant and engaging way. The role supports our work to build a growing, vibrant network of UK family businesses, who form part of growing movement of family businesses who each, in their own way, want to create a more prosperous and sustainable future for their family business, and the sector as a whole, for generations to come.

Core areas of responsibilities:

Comms Development and Planning:

- Plan, produce and manage an annual comms calendar, to ensure relevant balance of Member comms, advocacy, campaigns, and promotional materials to engage all FBUK stakeholders.
- Keep abreast of latest marketing techniques and trends, and share learnings

Copy writing, Content Creation and Distribution:

- Consistently produce high-quality, engaging, relevant and compelling content to external stakeholders to a style and tone consistent with FBUK brand guidelines, across all platforms and channels (incl. copy-writing for email, direct mail, website, digital content, FBUK publications and other marketing collateral.)
- Liaise with designer on internal (Member and Partner-related) and external (public) marketing, communications and campaign collateral (e.g. banners, adverts, event design) in keeping with FBUK brand guidelines and parameters
- Quality control and distribution of messages that FBUK sends to Members, Partners, and wider, dispersed stakeholders, working in partnership with FBUK Directors and wider FBUK team
- Distribution of content through appropriate channels (including website, email, social media, other marketing and event-related content and materials);

Marketing and Business Development:

- Support the Membership and Marketing Director in positioning and showcasing the unique benefits, products, and services FBUK offers



- Profile and segment FBUK external stakeholders and audiences, to identify and produce materials and content to support business development and Member and stakeholder engagement (e.g. case studies and testimonials)
- Identify new opportunities for content creation such as an emerging social media platforms, regional and national publications, influencers, and fellow travellers trade bodies, family business advisors, etc.

Management, Measurement and Reporting:

- Measurement and management of marketing and communications effectiveness (e.g. content reach) and preparing reports for senior management as required

Skills & requirements:

- Minimum of 5 years' experience in a similar or related role
- Familiarity with the family business environment
- Proven senior-level, business-to-business (B2B) and high net worth (HNW) communications credentials and competencies
- Solid understanding of membership organisations
- First class communication (written and oral)
- Excellent planning and organisation skills
- Excellent IT and office systems skills
- Excellent understanding and application of a variety of social media platforms
- Willingness to work hands-on and as part of a small team
- Ability to work outside of normal office hours and locations, as and when required

Personal profile

- Passionate, trustworthy, honest, dependable, committed, flexible and accommodating
- Strong interpersonal and communications skills, especially among senior business and political figures, and HNWI's
- Self-motivated, self-starter, confident
- Ability to work under pressure, to tight deadlines, alone and as part of a team
- A passion for family business, and their unique model and value to the UK economy and society

How we work:

We are a small but highly committed team.

We are very hands-on in all aspects of our work and activities internally and externally. Supporting one another, flexibility, teamwork and trust are critical to our success. Every member of our team is expected to demonstrate these qualities, as well as personal leadership irrespective of seniority, role or job title.



We are always open to, welcome and encourage new ideas and ways of doing things. We welcome diversity in all its forms, and operate in a spirit of inclusiveness and collaboration.

Place of work: we have a flexible working model, with a mix of days 1-2 team days in London per week, working from home, or from time-to-time other locations as the work requires (e.g. during regional and local events)

Working hours: Our working hours are 9am – 5.30pm Monday – Friday. However, you will be expected to carry out additional work outside of office hours and be prepared to travel to other parts of the country to attend and manage our events.

Remuneration and benefits: in addition to a competitive salary, we offer pension and associated benefits.

Holidays: 28 days per year, pro rata. Includes days between Christmas and New Year, but does not include Bank Holidays.

To apply:

For more information, or to apply for the role, please email a cover letter, an example of written copy produced by you for senior B2B audiences, and a copy of your most recent CV to: info@familybusinessuk.org