

Communications Consultant Job Description

Overview

The Pathway Fund is seeking a part-time Communications Consultant to provide an end to end Comms service, building on the launch of Pathway as a new wholesaler in the UK social investment sector.

Pathway is a new organisation that will catalyse opportunities for Black and Minoritised communities across England through social investment. At the beginning of a 2-year development phase, we recently launched to the social investment sector, and are looking to capitalise on the momentum and support we are building.

About the Pathway Fund

Launched in 2022, Pathway is a new wholesaler in the social investment sector. It is the only wholesaler in the UK that is focused on racial equity, and it will catalyse opportunities for Black and Minoritised-led social enterprises across England, which have previously been underserved. Being led in partnership by Voice4Change England, Black Global Trust, and The Social Investment Consultancy, its vision is one whereby the impact investing sector helps to achieve racial justice.

After securing £500,000 of development grant funding to begin its startup phase, Pathway has the ambition to raise £30 million as a 10-year endowment fund. Pathway will act as a wholesaler in the social investment sector, by providing grant funding for Black and Minoritised-led enterprises, strengthening investments in Black and Minoritised communities through blended finance and influencing new investors, and sharing best practices, data, and standards with the wider UK impact investing sector. In 2023, Pathway will be further securing funds to launch and deliver pilot projects which prove our Theory of Change, and build the larger pool of funds. Further along its development, Pathway also aims to diversify into raising its own 'fund of funds', which will have a capital preservation investment strategy.

The core leadership team comprises of Dilys Winterkorn, Pathway Project Director and a philanthropy strategist and advisor, and Pathway's joint-founders and Executive Directors, Kunle Olulode MBE, Director at Voice4Change England, Stephen Bediako OBE, Founder and Director of Black Global Trust, and Bonnie Chiu, Managing Director of The Social Investment Consultancy. All thought-leaders in their respective fields, the team is further supported by a diverse and experienced advisory board.

About the role

The Communications Consultant will develop and lead Pathway's communications strategy. You will be supported by a part-time Communications Officer and Pathway's Project Manager. Working 1-2 days a week, you will focus on:

- Identifying the key messaging to establish Pathway as a thought-leading organisation and a new wholesaler in social investment.
- Developing a Pathway messaging house and brand.
- Building a communications strategy and roadmap for external engagement.
- Outlining a stakeholder map with messaging that is adapted to different stakeholders and angles.
- With the support of a part-time Communications Officer, helping to build the infrastructure and collateral to facilitate delivering the communications strategy, such as a website, social media channels, engagement materials and a logo.
- Capitalising on opportunities, as well as navigating surprises and challenges, as they arise.

Skills, Experience and Passion

Essential:

- Genuine passion for racial equity.
- High level of experience in communications and creating and delivering a communications strategy.
- The ability to successfully engage and inspire diverse stakeholders and audiences across cultures and sectors, both in writing, online, and in-person.
- Experience in overseeing the development of a brand.
- Experience of design software and the ability to create engaging collateral.
- Excellent ability to prioritise tasks.
- Ability to deal with uncertainty and proactively approach work.
- Experience in capitalising on opportunities and leading through crises.

Desirable:

- Track record in building brands.
- A warm set of networks and connections across the sectors of social investment, finance and government.
- Experience of working in a start-up environment.

To apply, please submit a cover letter and CV to pathway@voice4change-england.co.uk, outlining why you would like to apply for the opportunity and why you would be a good fit for the role.

For further questions, please do not hesitate to get in touch with pathway@voice4change-england.co.uk.