



Appointment of

# Communications Manager

March 2025

Reference: HBSMC

Saxton Bampfylde

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# Introduction

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Too often, conversations around what's good for our economy, and good for our country, focus on large, listed companies. But it's the privately-owned and family run businesses that are the backbone of the UK economy and the lifeblood of our communities.

Not only do family businesses make up 90 per cent of the UK's total private sector firms, but they employ 14 million people and contribute over £200 billion through tax receipts each year alone. They also represent one of the UK's greatest entrepreneurial resources.

They need championing and supporting. They need a vehicle for their voice to be heard, and their contribution to be recognised.

That's where FBUK comes in.

Working with senior government officials and policy makers, we advocate for policies and regulatory frameworks that incentivise family businesses to do what they do best; put people at the heart of business, take a long-term view, invest in local communities, and act as stewards and custodians for future generations. We give family businesses access to industry leaders and experts, and help them connect, learn and share through a rapidly expanding peer-to-peer network.

We are passionate. We are committed. We are ambitious. And we're growing.

If you're a change-maker, and looking to work with Britain's leading business owners, innovators, and entrepreneurs, we'd love to hear from you.

A handwritten signature in blue ink, appearing to read "Neil Davy". The signature is fluid and cursive, with a long, sweeping tail that extends downwards and to the right.

**Neil Davy**

**Chief Executive Officer, Family Business UK**

# About

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Family Business UK (FBUK) is the largest organisation in the UK dedicated solely to supporting, representing, and championing family businesses, their owners, leaders, NextGens, and executives.

Family businesses are the backbone of the UK economy and the bedrock of our communities. For generations, family businesses have put people at the heart of business. FBUK is a growing movement of family businesses that wants to create a more sustainable and prosperous future for generations to come. We advocate for the family business model, supporting family businesses in adopting and adapting best practice and championing and celebrating the sector in the UK.

Our supporters range from some of the largest, oldest, and best known British businesses, as well as first-generation businesses, from across every sector of industry and commerce, and from all corners of the UK. Family businesses are driven by more than just financial gain; they're about creating a lasting legacy for future generations. FBUK offers valuable insights for family business owners looking to grow their enterprises while preserving their unique family heritage.

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

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

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

- proactive engagement with government, policymakers, academics, researchers and regulators on policy reform and responses to government consultations
- collaborative research and thought leadership on issues of material importance to family businesses mapped to the multi-generational life stages of family businesses

**Apply** thought leadership to support family businesses in capacity building, decision-making, day-to-day management and operations, 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, and an online resources centre

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

- campaigns, events, owned, earned and paid media channels, media partnerships
- activities that build awareness and recognition of the role, contribution and impact of family businesses and supports the growth and future success of the sector

**Read more about FBUK [here](#).**

“Family businesses offer a model of sustainable and responsible business that others can learn from, be part of, work with, or even adopt.”

# Our Networks

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## **Family Businesses (FBUK Members):**

Members of Family Business UK range from some of the biggest, oldest and most well-known British businesses, to first-generation businesses, from across every sector of industry and commerce, from all corners of the UK.

Through our network, family businesses can connect and collaborate, expand their knowledge, and be part of a movement that amplifies the voice of family businesses to policy makers, and helps ensure the sector is recognised for its role and contribution to the UK economy and communities up and down the country.

## **FBUK Communities:**

FBUK Communities provide a forum for peer-to-peer networking, sharing of advice and experiences, and access to subject matter experts. Members of each Community decide what topics to discuss, how they interact, the type of events they have, and how often.

FBUK Communities are organised around a generational profile, role in the family business, or topic of common interest, for example Chairs, Family Council and Non-Family Executives.

## **Corporate Partners:**

Our Corporate Partners are critical allies of our work and play a crucial role in supporting family businesses with the challenges they face today. They help prepare them,

and the next generation of leaders, for the future.

## **Family Business Advisors:**

Families need advisory support from people who 'get them', who understand and appreciate their values and ethos, the subtleties and nuances of family businesses, and recognise that every family and business is unique, and at a different stage of its journey.

We provide access to a group of highly respected, experienced independent family business advisors, who offer family businesses senior advisory support on a wide range of governance and succession issues.

We also work closely with other bodies that support and champion family businesses, both in the UK and overseas such as European Family Business (EFB), through which we can ensure UK family business interests are represented in Europe.

# The Role

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The Communications Manager at FBUK will play a critical role in enhancing and solidifying our reputation with key audiences, including the media, FBUK Members, and external stakeholders including the government, as the voice of family businesses. You will support our work to position FBUK as the leading authority on issues relevant to family businesses and as the largest organisation advocating for family businesses in the UK. You will develop FBUK as a vibrant network of UK family businesses who want to create a more prosperous and sustainable future for their family business, the sector, their employees and local economy.

You will be responsible for developing and implementing strategic communication initiatives that effectively position FBUK as a thought leader on issues relevant to family businesses. You will play a pivotal role in shaping and delivering compelling messaging that strengthens the organisation's influence and fosters engagement with the wider family business community.

The ideal candidate will be a strategic and creative communicator with a strong understanding of media relations, stakeholder engagement, and digital communications. You will have excellent writing and storytelling skills, with the ability to craft compelling messages that resonate with diverse audiences and a proactive and adaptable approach. Experience of writing for magazines and periodicals would be an advantage.



# Main Activities & Responsibilities

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## **Strategic Communications & External Relations**

- Support the Director of External Affairs in designing and implementing a multi-channel communications strategy.
- Support the Director of External Affairs in building and maintaining strong relationships across the media, government officials, external affairs teams, and key stakeholders to enhance FBUK's influence and visibility.
- Identify and secure suitable speaking opportunities for FBUK leadership and Board Directors at industry conferences, roundtables, and policy forums.
- Proactively monitor media coverage and public discourse on family business issues, identifying opportunities to position FBUK as a leading voice in the sector.

## **Digital & Content Marketing**

- Manage FBUK's social media channels, driving engagement with digital audiences.
- Create compelling, multi-channel content for both earned and owned media, including the FBUK website, ensuring messaging is clear, engaging, and aligned with FBUK's mission.
- Working with the External Affairs Director, lead on the production of FBUK's Member Magazine, contributing to content planning, article writing, and liaising with contributors to ensure high-quality publication.

## **Events & Campaigns**

- Support the design, management, and delivery of compelling multi-channel communications for FBUK's marketing initiatives, campaigns, and flagship events.
- Assist in developing event collateral, press materials, and speaker briefings to maximise impact and engagement.





# Person Specification

## Skills & Competencies

- Exceptional writing skills, with the ability to produce high-quality content across different platforms.
- Strong storytelling ability, with experience creating engaging and persuasive narratives for diverse audiences.
- Proficiency in managing digital and social media channels, including developing and executing multi-channel campaigns that drive engagement and brand awareness.
- Detailed understanding of digital marketing, content strategy and production, including how to harness online platforms to build profile and generate leads.
- Excellent interpersonal and stakeholder management skills, with experience working closely with senior executives, industry leaders, and policymakers.
- Experience using content management systems (CMS), email marketing platforms, and analytics tools to optimise digital performance.

## Personal Attributes

- Creative, digitally savvy and passionate about crafting compelling content and engaging audiences.
- Proactive and strategic thinker, able to identify opportunities and anticipate challenges.
- Highly organised and detail-oriented, with the ability to work under pressure and meet tight deadlines.
- Confident and articulate communicator, comfortable engaging with senior stakeholders and representing FBUK externally.

- Self-motivated and able to work independently, demonstrating initiative and ownership of tasks.

## Qualifications & Experience

- Substantial experience in media relations, with a proven track record of securing high-profile coverage across national, regional, and trade press and building and maintaining strong relationships.
- Experience in crafting compelling pitches that resonate with different media audiences.
- Experience working with PR and public affairs agencies would be an advantage.
- Extensive experience in digital communications, including content strategy, social media management, and online audience engagement.
- Knowledge of business and economic affairs, particularly in relation to SMEs and family businesses.



# Terms of Appointment

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**Place of work:** we have a flexible working model, with a mix of 1-2 team days per week in central London, remote working, and from time-to-time other locations as required.

**Working hours:** This is a full-time role. Our working hours are 9am – 5.30pm Monday – Friday. At times you will be expected to carry out additional work duties or office hours, as required.

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

**Holidays:** 25 days per year (excluding public holidays), with the addition of time off between Christmas and New Year.

## **Due diligence**

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





# How to Apply



**Saxton Bampfylde Ltd is acting as an employment agency advisor to FBUK on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **HBSMC**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Friday 4<sup>th</sup> April**

\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

## **GDPR personal data notice**

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

Saxton Bampfylde



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