



Appointment of

Communities Manager

April 2025

Reference: HBSMD

Saxton Bampfylde

Contents



3	Introduction
4	About
7	The Role
8	Main Activities & Responsibilities
10	Person Specification
11	Terms of Appointment
12	How to Apply

Introduction



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 dark blue ink, appearing to read "Neil Davy". The signature is fluid and stylized, with a long, sweeping tail on the final letter.

Neil Davy

Chief Executive Officer, Family Business UK

About



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



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



The Communities Manager at FBUK will play a vital role in fostering a strong and engaged network of family businesses across the UK. You will be responsible for developing and delivering initiatives that strengthen connections among members, enhance engagement, and support the growth of a vibrant and influential community. Reporting to the Commercial Director, you will drive collaboration, curate valuable member experiences, and champion the needs of family businesses within the network.

This is an exciting opportunity for a community-focused professional with experience in membership engagement, event facilitation, and stakeholder relationship management. The role requires a proactive and strategic thinker with excellent interpersonal skills, a passion for building meaningful connections, and the ability to manage multiple initiatives in a dynamic environment.

The ideal candidate will be an enthusiastic and relationship-driven professional with a strong background in building and maintaining in-person and online communities, member engagement and event facilitation. You will have excellent communication skills and a proactive approach to building meaningful connections. A strategic mindset, coupled with the ability to manage multiple initiatives, will be key to driving a thriving and supportive member network.



Main Activities & Responsibilities

Key Account Management

- Proactively engage members, ensuring they connect with relevant Communities, and build strong relationships with Community members to encourage participation in events, roundtables, and content creation.
- Develop mentoring initiatives to welcome new Community members and encourage new joiners to sign up for Communities.
- Foster an active WhatsApp and email network, encouraging discussion, knowledge sharing, and peer recognition.

Marketing & Communications

- Create and update engaging content for Community pages, event invitations, website listings, and magazine features.
- Personalise event invitations and marketing materials to highlight relevance and value for specific Communities.
- Promote Community activities as a key benefit of membership on social media and digital platforms, sharing testimonials, event highlights, and member success stories.
- Utilisation of digital channels to foster online community engagement.
- Development and dissemination of relevant content to ensure meaningful engagement and collaboration amongst the community

Events & Programming

- Work with Community Leads to curate relevant event agendas, identifying hosts and speakers from within and outside each Community.
- Collaborate with the Events Manager to schedule and promote a dynamic calendar of Community events and ensure successful delivery of each event.
- Attend and, when necessary, chair Community events, ensuring engagement and capturing insights for future programming.
- Support post-event content creation, including thought leadership pieces and key takeaways, to share with members.
- Support the Events Manager for Community-related activities at conference as the key contact for Community interaction.

Research & Insights

- Conduct surveys and gather insights to inform future Community initiatives and resource development.
- Use member feedback and research to enhance engagement strategies, refine event topics, and create valuable content.



Person Specification

Skills and Competencies

- Excellent interpersonal and relationship-building skills, with the ability to engage members and encourage active participation.
- Strong written and verbal communication skills, with the ability to create compelling content for different audiences and channels.
- Strong event planning and coordination skills, with the ability to manage logistics, secure speakers, and create engaging agendas.
- Strong research and analytical skills, with the ability to gather and interpret member feedback to improve programmes.

Personal Attributes

- Proactive and self-motivated, with the ability to work independently while contributing effectively to a team.
- A natural connector, passionate about bringing people together and fostering meaningful relationships.
- Collaborative and adaptable, willing to support wider organisational initiatives as needed.
- Resilient and solutions-focused, with the ability to respond positively to challenges and find creative ways to drive engagement.
- Enthusiastic and personable, with a genuine interest in supporting the needs of FBUK members.
- Highly organised and detail-oriented, capable of managing multiple priorities, projects, and deadlines effectively.
- A strategic and creative thinker, able to develop

innovative approaches to increase member engagement and participation.

Qualifications and Experience

- Proven experience in community engagement, membership management, or stakeholder relations, ideally within a business association, membership organisation, or professional network.
- Demonstrable track record of building and maintaining strong relationships with a diverse range of stakeholders.
- Experience in event coordination and programme development, from planning through to delivery.
- Strong background in content creation and marketing, with experience writing for websites, newsletters, social media, and other digital platforms.
- Experience using email marketing platforms and social media tools to engage and communicate with members.
- An understanding of family businesses and their unique challenges would be advantageous.



Terms of Appointment

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 using code **HBSMD**

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 25th 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



LONDON

The Ministry
79-81 Borough Road
London SE1 1DN

EDINBURGH

46 Melville Street
Edinburgh EH3 7HF

saxbam.com

Partners in **Panorama** – Search around the
world
panoramasearch.com