

Job title	FTC, Economic Crime Awareness & Campaigns Assistant
Reporting To	Manager, Economic Crime, Customer Education Strategy

About UK Finance

UK Finance is the collective voice for the banking and finance industry. Representing more than 250 firms across the industry, we act to enhance competitiveness, support customers and facilitate innovation.

We work for and on behalf of our members to promote a safe, transparent and innovative banking and finance industry. We offer research, policy expertise, thought leadership and advocacy in support of our work. We provide a single voice for a diverse and competitive industry. Our operational activity enhances members' own services in situations where collective industry action adds value

Our purpose

To champion a thriving banking and finance industry, acting always in the best interests of consumers, businesses and wider society.

Our values

- Integrity:** We act transparently and ethically for the good of our members as well as their customers and wider society. We seek to enhance trust in the banking and finance industry.
- Excellence:** We lead from the front as a beacon of quality, inspiration and best practice.
- Leadership:** We are proactive and innovative in helping to shape tomorrow's banking and finance landscape

Job Purpose

UK Finance works at the highest level with industry, government, regulators and the media. We support high regulatory standards and seek to ensure that the UK is the safest and most transparent financial centre in the world. Working with members, law enforcement, government agencies and industry, we help fight economic crime, including, fraud, money laundering, bribery and corruption and cyber threats. We also help customers to protect themselves from financial crime. This includes the [Take Five to Stop Fraud](#) and [Don't Be Fooled](#) campaigns.

Take Five is a national campaign that offers straightforward and impartial advice to help everyone protect themselves from preventable financial fraud. This includes email deception and phone-based scams as well as online fraud – particularly where criminals impersonate trusted organisations.

Led by UK Finance, the campaign is being delivered with and through a range of partners in the UK payments industry, financial services firms, law enforcement agencies, telecommunication providers, commercial, public and third sector organisations.

Don't Be Fooled is a partnership between UK Finance and Cifas. It aims to inform students and young people about the risks of giving out their bank details and deter them from becoming money mules.

Responsibilities of UK Finance include representation of members and advocacy on behalf of the sector and being the first point of contact for key stakeholders including government, regulators, media and user groups on matters affecting Members.

The FTC will be responsible for assisting the strategy manager in the development and delivery of education and awareness campaigns relating to economic crime.

This role would be suitable to someone who is seeking to:

- pursue a career in fraud prevention and public behavior change campaigns and who has a strong interest in financial services.
- Help drive the day-to-day implementation of collaborative fraud prevention activities agreed by industry.
- Facilitate collaborative dialogue between member fraud representatives and engage with external fraud experts on key fraud threat mitigation.
- Work collaboratively with law enforcement in order to communicate with different audiences in a clear, concise and cohesive manner.

The Economic Crime Awareness & Campaigns Assistant will play an important role in helping to promote the fraud prevention advice and guidance to media, consumers, government and external stakeholders while providing a high-quality service for our members' fraud teams.

The role offers the opportunity to form relationships with the UK payments industry, financial services firms, law enforcement agencies, telecommunication providers, commercial and public and third sector organisations.

Monitoring, managing and delivering the education and awareness online platforms including the website and social media channels form a core part of the Take Five and Don't Be Fooled campaigns busy schedule of activities. You will play an integral role in ensure that our online presence is relevant, up-to-date in line with modus operandi and in helping to ensure that consumers and businesses have access to clear, concise messaging.

You will work with people across the business to research and produce briefing documents for different scams types in order to hone your writing skills. Keeping abreast of what scams are currently affecting consumers and businesses is key and you will work with the press and Corporate Affairs team to produce fraud and scam documents.

You will have the opportunity to work alongside the Director of Communications and Head of Press & Campaigns on industry-wide campaigns raising consumer awareness of fraud and scams.

This role would suit an outgoing, committed and enthusiastic team player who is passionate about communications and enjoys making a difference. You will need a flair for writing and great organisational skills. A 'can-do' attitude and attention to detail is a must.

Key Responsibilities

- draft, edit and review campaign material including publications, blogs, scam alerts, editorials and advertorials
- work with the Manager, Customer Education Strategy and colleagues to maintain the economic crime activities grids
- monitor and manage all online copy utilising a content management system
- production of social media and online presence monitoring reports
- produce briefings, member content, updates and newsletters.
- events and engagement activity
- desk research, insights gathering and production of internal reports to inform the awareness campaign strategies
- support the Manager, Customer Education Strategy in identifying opportunities to place proactive fraud prevention advice and guidance and press activities across trade, national and regional media.
- monitoring and management of reactive and proactive social media content including monthly social media calendars and assets
- monitoring online and traditional media to identify proactive campaign opportunities
- ad hoc administrative tasks such as:
 - management and monitoring of the Take Five mailbox
 - ensuring all relevant Salesforce groups are kept up to date
 - arranging meetings, agendas and minutes/notes
- any other task that may reasonably be required.

Qualifications

We welcome applications from all candidates, however unfortunately, we are unable to employ anyone who does not have the legal right to live and work in the UK. During the recruitment process all candidates are required to prove they have this right with suitable documentation.

Skills and competencies

- a passionate and enthusiastic communicator, with excellent command of written and spoken English.
- a strong interest in the use of communications, stakeholder management and the financial services industry.
- an outgoing individual who thrives on making connections and building relationships with people, able to get on with people at all levels and from all backgrounds.
- good working knowledge of Microsoft Office applications.
- strong writing skills and attention to detail, with the ability to hit deadlines and deliver to the highest standards.
- excellent written and oral communication skills.
- a conscientious approach with excellent attention to detail.

- excellent time management and organisational skills and ability to juggle multiple tasks simultaneously.
- working knowledge of the major social media channels including Twitter, Facebook and Instagram.
- must be a proactive self-starter with strong initiative and a willing, can-do attitude.
- ability to operate effectively and collaboratively as part of a team.
- strong research skills.
- determined, enthusiastic and proactive.
- 'Service' mentality – going above and beyond for team members, colleagues and members.

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