



Communications & Development Officer P/T (24 hours pw)

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Thank you for your interest in this post.

The information within this application pack is designed to give you a fuller picture of the post and a brief description of St Michael's Fellowship.

You will find the following enclosed within this pack:

1. An application form including monitoring form
2. Introduction to St Michael's Fellowship
3. Information about the post
4. Job description and person specification
5. Benefits and terms of employment
6. Our Equal Opportunities Policy statement

If you wish to apply, please complete the application form and return to admin@stmichaelsfellowship.org.uk by **Sunday 26 November 2017**.

Shortlisted candidates will be contacted by email and interviews will take place at St Michael's office in Streatham on **Thursday 30 November**.

Please note that in the interests of economy we will only contact those candidates who are shortlisted. Unfortunately we are not able to give feedback to candidates not shortlisted.

About St Michael's Fellowship

We work with disadvantaged families to improve their lives and futures and to secure the best possible future for their children. We believe in the importance of the family and the paramount importance of the child's welfare. We believe in treating every person with whom we work with fairness, honesty, flexibility and professional commitment. As a medium sized charitable organisation in existence for over 100 years, we value our independence and adaptability and honour our historical roots in welfare.

We offer residential parenting assessment and support at four leased houses, outreach support for teenage and young parents in Lambeth; and operate a purpose-designed family contact centre within the same building as our head office.

Working together to keep families together

Patrons: Tessa Baring CBE Dr John Coleman OBE Rt Hon Dame Tessa Jowell DBE Chuka Umunna MP

Registered Charity No. 1035820
Company limited by guarantee
No. 2914273
Registered Office as above

Much of the funding that St Michael's needs to run its projects comes from statutory agencies such as local authorities or the health service. However we are diversifying our income streams recognising the limitations of local authorities.

The rest of our funding is voluntary income from trusts, individual supporters and fundraising activities. Voluntary income is vital because it enables us to respond to needs by developing new schemes. It also guarantees our independence

Communications & Development Officer

This is a new post within St Michael's and an exciting opportunity for the right person to help build awareness of our work and its impact, and accelerate the development of different sources of income.

St Michael's is piloting a new body of work as well as reconfiguring existing services. We need to capture and communicate the impact of our services to new audiences as well as existing funders to secure their long term future.

We are looking for a creative, hard-working and ambitious Communications & Development Officer to support the work of the Head of Fundraising & Communications.

The role involves supporting and developing our existing marketing, web and e-communications; developing a new project to attract more funds from the local community; and setting up a project to attract and retain high caliber volunteers.

Job Description

Responsible to: Head of Fundraising & Communications

General Aims

To support the Head of Fundraising & Communications across individual, trust and community fundraising and help ensure a compelling picture of the impact of our work is communicated to supporters, potential supporters and influencers.

Marketing & fundraising

- Liaise with project staff to identify, capture & report on impacts
- Support fundraising with print, digital & social media
- Manage the annual mailing to small trusts
- Manage communications to donors, e-news and print
- Proactively assist the development of photography and video content
- Manage and organise the library of brand assets, photography, logos etc.
- Maintain & build donor and prospect lists

Web and e-comms

- Update and proactively edit content to the website
- Develop our social media presence and audiences in line with campaign and project objectives
- Specifically, develop content for our YouTube channel
- Produce our quarterly e-news, including collating and writing content, and producing (using MailChimp), maintaining mailing lists
- Produce internal web reports on Key Performance Indicators using Google Analytics

- Proactively research digital tools & ways of working & make recommendations on their use, training staff where necessary

Writing

- Write blogs and website content
- Draft copy for on and offline materials
- Proof-read and edit resources, printed marketing materials and digital content

Local Community work

- Research organisations and individuals with potential interest in our work
- Develop & distribute supporters' packs (digital and/or print)
- Proactively support senior staff to build relationships with the local community including creating print materials and e-communications

Volunteers

- Assist in the creation and start up of a volunteer programme
- Organise internal group to develop strategy and parameters
- Create advertising and publicity
- Produce volunteer packs
- Administer support structures

General

- Work in accordance with St Michael's Vision, Mission and Values
- Maintain and observe an appropriate level of confidentiality at all times
- Prepare for and attend supervision and appraisal meetings with line manager
- Work with St Michael's policies and procedures
- Form effective working relationships with all staff members, volunteers and relevant outside organisations
- Effectively self-manage and work with the minimum of administrative support
- Work in accordance with the Data Protection Act and the Copyright Act
- Other duties that may from time to time be necessary, compatible with the nature and grade of the post

What you can expect from us

- Opportunities to develop new skills
- Support & training to enhance career development
- Regular supervision
- Clear guidelines around expectations, targets, practice, aims of project, ways of working
- Valuing views to bring about change
- Pleasant working environment

Personal Specification – Communications & Development Officer

Qualifications: Educated to degree level

Skills:

Essential

Excellent planning and organisational skills which support the ability to work on a number of projects or activities simultaneously
Ability to use Microsoft Office

Excellent oral and written communication skills
Excellent research and analytical skills
Strong organisational skills
Creative, visually-minded, rigorous eye for detail
Ability to work effectively as part of a team
Self-motivated & able to manage own work load

Experience:

Essential

Working in marketing or communications role

Working to tight deadlines

Personal Specification:

Essential

Sensitivity, tact and compassion

Integrity
Curiosity to learn and explore

Desirable

Ability to use the Adobe Creative Suite (InDesign, Photoshop and Illustrator)

Experience of managing a web content management system and MailChimp
Excellent proofreading skills

Desirable

Basic experience of designing on and offline content & collateral
Copywriting experience, including experience of writing content for web
Using a web content management system
Knowledge of the print and production process

Desirable

Understanding and knowledge of the charity sector

Benefits and terms of employment

This is a fixed term post of 12 months within the salary range £26,871 - £31,141 (pro-rata).

We are part of the pension Auto-enrolment scheme where both the employee and the employer pay 1%.

Annual leave 5 weeks plus Bank Holidays pro rata.

The usual place of employment is at St Michael's Fellowship, 136 Streatham High Road, London SW16 1BQ, or at such place or places where it is necessary to carry out the duties and responsibilities of the post.

Normal office hours are 9.30am to 5.30pm, Monday to Friday. Working hours do not include a one-hour lunch break per day. From time to time it may be necessary to work beyond normal working hours or to travel to different locations to meet the demands of the job. This post will require flexible working dependent on demands of the post. Hours can be worked flexibly.

There is a three-month probationary period.

EQUAL OPPORTUNITIES

St. Michael's affirms the principles contained in the United Nations Declaration of the Rights of the Child. We recognise the inherent dignity and the equal and inalienable rights of all members of the human family without distinction and without discrimination of any kind, recognising and valuing differences in the child's or his or her parent's, legal guardian's or other carer's race, colour, gender, sexual orientation, language, religion, political, or other opinion, national ethnic or social origin, property, disability, birth or other status. We believe in the promotion of the common good and the achievement of natural and social justice.