

Part Time Public Relations and Marketing Co-Ordinator
Job Description for Winchester Churches Nightshelter (final 7.4.19)

Responsible to: Winchester Churches Nightshelter Manager

Part time: 18-23 hours per week to be negotiated, with opportunity for additional overtime in agreement with the Nightshelter Manager

Location: Winchester Churches Nightshelter, Jewry Street, Winchester, and from home by agreement with the Nightshelter Manager

SALARY AND BENEFITS: £13.50 per hour depending on experience

MAIN PURPOSE OF JOB:

To help raise the profile of our small but prominent homelessness charity by leading our PR and marketing activities across a range of platforms. This wide-ranging, varied role requires strong and versatile communications skills from across the PR and marketing mix. With a minimum of 4/5 years' experience, preferably gained in the charity sector, the ideal candidate will be self-motivated and comfortable working autonomously, and will need to be adept at engaging with sensitive issues. Core activities include copywriting, media relations, stakeholder engagement, social media management, internal communications, event management, website content management and fundraising support.

WORKING RELATIONS:

Internal:

Nightshelter Board of Directors; Nightshelter Manager and other Nightshelter staff
Volunteers & Nightshelter residents (on occasion)

External:

Media; Other agencies

Suppliers e.g. designers, printers, website agency

Existing and potential donors including individuals and organisations

Volunteers and supporters

SPECIFIC DUTIES:

- **Campaign planning;** working with the Nightshelter Manager and Board of Directors to develop and implement a comprehensive multi-channel PR and marketing plan for the Nightshelter.
- **Copywriting, design and production;** of a range of media, public relations and promotional materials such as press releases, website copy, e-newsletters, event marketing, our major Annual Review, and managing design agencies where appropriate.
- **Proactive and reactive media relations;** including writing and distributing press releases and news items, journalist engagement and pitching stories to the media, developing and maintaining media contacts database, arranging interviews and filming, providing media training and guidance to spokespeople, evaluating coverage, attending press events where necessary.
- **Social media management;** including sourcing story ideas and materials (commissioning and producing photos and films), creating graphics, social media monitoring, scheduling and planning, out of hours monitoring.
- **Website management;** content management of website and basic web design work (training given).

- **Special project research;** working closely with the Manager to conduct research for special PR projects and to compile reports and presentations for both internal and external audiences.
- **Fundraising;** Supporting grant applications and drafting awards submissions
- **Event management;** promoting and leading on the organisation of our annual Supporters' Evening/AGM and our Open Day, and attendance on the day.
- **Internal communications;** designing and producing a bi-monthly e-newsletter for Nightshelter supporters, plus ad hoc communications to stakeholder groups.
- **Administration;** Ensuring all PR and marketing files are correctly stored and protected in line with Nightshelter procedures.

OTHER DUTIES

- **Compliance;** with Nightshelter policies and procedures, including health and safety and confidentiality, and General Data Protection Regulation. Ensuring that all fundraising work complies with governance and compliance issues as appropriate for a Registered Charity.
- **Behaviour;** at all times behaving respectfully and appropriately towards Nightshelter stakeholders, at the same time being aware of the sensitive nature of our work. Operating at all times with openness, honesty and transparency in line with our Vision and Mission.
- Carry out any other duties that may be reasonably required by Nightshelter Directors or the Manager

PERSON SPECIFICATION:

Attribute	Essential or Desirable
Previous experience (minimum four years) of public relations and marketing	E
Excellent administrative, organisational, time management, prioritisation skills and attention to detail	E
Computer literate and numerate with excellent IT skills – specifically in Word, Outlook, Excel, PowerPoint and Adobe Photoshop	E
Excellent verbal and written communication skills	E
Self-motivated with ability to work on own initiative	E
Diplomatic, discreet and sympathetic nature	E
Comfortable liaising with a wide range of stakeholders	E
Experience of using social media (e.g. Facebook, Twitter, Youtube)	E
Knowledge and experience of Mailchimp, website CMS eg Wordpress	D
Familiarity with the work of Winchester Churches Nightshelter a bonus	D

This job description is not exhaustive, and it may be amended to meet the changing requirements of the Charity at any time after discussion with the post holder.