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**Job Description**

**Role: Marketing & Communications Officer**

**Based:** Chichester

**Hours:** 37 hours per week working flexibly to suit the needs of the organisation and accommodate occasional evening and weekend events.

Working in a proactive environment within the Fundraising and Communications team, you will have an ability to plan, work reactively and proactively with innovation and flexibility to support internal and external communications. This role is vital to ensure a broadening of awareness Stonepillow’s activities, operations and to support the achievement of fundraising targets. This position will report to the Head of Partnerships, Fundraising & Communications (Head of P,F&C) with a focus on supporting all activities to deliver the Stonepillow strategy.

**Main Responsibilities**

**Communications**

Work with the Head of P,F&C to ensure that the Fundraising and Communication plan is aligned with the strategic objectives, to increase an awareness and understanding of homelessness and the work that Stonepillow does to combat this.

* Support donor relationships with an emphasis on personal and considerate communication.
* Ensure Stonepillow supporters are kept up to date with fundraising campaigns and donation requirements through a compassionate and caring approach.
* Assist with the management and development of ‘Donorfy’ (the donor database), to ensure it is kept up to date and all information / reporting is accurate.
* Create and maintain a media library, (including the back catalogue) of imagery, AV footage, sounds clips and case studies
* Develop and maintain relationships with ‘communications reps’ within frontline support worker staff; and wider stakeholders and partners enabling the throughflow of news and updates from the different Stonepillow services.
* Writing and editing press releases and building relationships with local press and national press where appropriate.

**Design**

Support the design creation of all internal and external communications (digital and hard copy) currently using Canva, adhering to the Stonepillow brand guidelines by creating campaign mood and storyboards for:

* Marketing, PR, and fundraising campaigns
* Maintaining and updating the Stonepillow website and all social media channels
* Powerpoint presentations
* Posters, flyers and mailshots
* Press releases

**Website / social media**

Take the lead on our digital presence to develop and improve online awareness and performance to increase followers and engagement levels.

* Proactively monitor daily activity on all Stonepillow social media channels, responding quickly to posts, enquiries, and re-share opportunities to raise public awareness and overall participation.
* Using website analytics to ascertain the relative effectiveness of ongoing campaigns and understand the way users interact with the site
* Track and report social media performance.
* Research within the organisational sector
* Produce mock-ups to update/add new web page content
* Maintain the Stonepillow ‘Amazon wish list’ to keep it up to date and relevant and ensure wide level promotion of community requests.

**Events & community fundraising**

* Support the team with planning and delivery of key Stonepillow events, in particular with pre-event and post-event communication, and be present to assist on the event as needed.
* Plan, facilitate and oversee the delivery of online content to promote events and community fundraising.
* Work closely with ‘Restore’ (our social enterprise) team to raise their online profile and increase donations and customer support for that project.
* Create engaging and flexible campaigns to establish and nurture relationships with donors to encourage a consistent flow of desired donations.
* Measure and report the performance of all donation campaigns with the aim of increasing support from businesses, organisations, community groups and individual donors.
* Undertake other reasonable duties as may be required in the interest of Stonepillow.

**Marketing**

Submit ideas for marketing opportunities designed to enhance and grow the awareness of the Stonepillow brand.

**Teamwork**

You will need to be a strong team player who can contribute to the effective and efficient running of the Stonepillow central support team function by providing support and cover for colleagues as required.

**Confidentiality**

This policy covers all Stonepillow employees and volunteers, all of whom will be required to sign a confidentiality agreement. Anyone working for Stonepillow who breaches the agreement will be liable to disciplinary action under the Staff Disciplinary Procedure.