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# Senior Marketing and Communications Officer

**Job Description**

**Based:** Chichester

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

## Role Overview

As the Senior Marketing and Communications Officer, you will be at the heart of our mission—amplifying our voice, expanding our reach, and inspiring action. Based in Chichester, this full-time role offers flexibility and the chance to work on impactful campaigns that support our vision of ending homelessness.

Working in a fast-paced and supportive environment within the Fundraising and Communications team, you will have the 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 of Stonepillow’s activities, operations and to support the achievement of growing fundraising ambitions.

This position will report to the Head of Income Generation with a focus on supporting all activities to deliver the Stonepillow strategy, vision, mission and values.

## Key Responsibilities

### Strategic Communications

Work with the Head of Income Generation to ensure that the Fundraising and Communication plan is aligned with the charity’s 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 in collaboration with the Community Inclusion Manager

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.

Build relationships with local community-based magazines to further Stonepillow’s reach in surrounding villages

### Creative Design & Branding

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

### Digital Presence & Engagement

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.

Benchmark performance against industry standards

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 Engagement

Support the team with delivery of communications around key Stonepillow events, in particular with pre-event and post-event communication, driving sign ups and being present to assist at the event as required.

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 & Brand Growth

Lead on and create marketing opportunities designed to enhance and grow awareness of the Stonepillow brand and engagement with supporters new and current.

### Collaborative 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 & Integrity

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.