



JOB DESCRIPTION

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| JOB TITLE: | Communications and Engagement Lead |
| RESPONSIBLE TO: | Director |
| SALARY: | £27,000 – pro Rata |
| HOURS OF WORK: | 30 hours per week, flexibility required as role may involve occasional evening and weekend work. |
| LOCATION: | Brighton and Hove (office based and at-home working required) |
| JOB ROLE: | An experienced communications, this post-holder will lead, plan for, drive forward and oversee the communications activities of Sussex Nightstop from data gathering through to the development and publishing of content that reaches and engages a wide variety of stakeholders (including prospective volunteers, existing volunteers, funders and donors) and utilising a range of communication platforms to do so (including digital and face-to-face). The post-holder will raise awareness of our work, engage new participants in our volunteering programme, increase support for our fundraising initiatives and both educate and steward positive and productive relationships with key stakeholders through communications activities. |

MAIN RESPONSIBILITIES

Over-arching:

- Develop an organisational communications plan that directly supports the strategic objectives of Sussex Nightstop including those specifically related to volunteer recruitment, fundraising, diversity and inclusion and that maximises the use and impact of social media
- Proactively source, coordinate and be the organisational link person for a diverse range of communications activities that bring the communications plan to life
- Lead on and undertake the day-to-day requirements of delivering the communications plan and support and facilitate others in the team to do the same where needed

- Provide regular reports on the communication plan, utilising and analysing suitable digital analytics to measure progress and success against targets
- Review and keep up-to-date with developments in best digital communications practice and embed in Nightstop activities where achievable
- Ensure that all Nightstop communication materials and activities are suitably risk assessed and GDPR compliant

Understanding the difference we make:

- Provide start-to finish coordination and oversight for the development and publishing of a range of content types including hard copy and digital press, radio and film
- Set up digital (and other) systems that gather feedback from key stakeholder groups (including service users, volunteers, donors and partners) and that provides insight into the impact of the Nightstop service working with organisational outcomes to do so
- Develop and maintain up-to-date data-recording systems from which reports and content can be drawn
- Oversee and coordinate the gathering of data with support from the team
- Prepare service data reports as required by funders, the team and other stakeholders

Developing content:

- Use data gathered to craft key messages and develop professional, publishable content that show our impact including case studies, articles, and briefings about Nightstop
- Coordinate the design, production and distribution of targeted relevant materials including leaflets, posters, flyers and press releases about Nightstop

Website and social media:

- Plan for, deliver and manage engaging website content that meets strategic priorities and is responsive to changing requirements of the service and its stakeholders
- Drive online traffic to the website and social media channels, track conversation rates and make improvements
- Produce and publish social media content about Nightstop in line with the communications plan
- Identify industry-wide trends to continually improve our social media output and website content

Engagement:

- Lead on the coordination and delivery of host recruitment campaigns that deliver on the organisations objectives of both increasing the hosting pool and broadening the diversity of hosts represented within the Nightstop service
- Plan for, coordinate and facilitate the presence of Nightstop at a range of profile-raising events and activities
- Act as ambassador for Nightstop at external events and develop, recruit to and manage a volunteer 'Nightstop ambassadors' team to represent the organisation similarly

- Lead on the promotion and awareness of Sussex Nightstop amongst existing and new stakeholder groups in-line with organisational plans through the regular update of existing information, and posting of new content across Sussex Nightstop communication channels including social media, paper-copy and website
- Respond to any enquiries and help to drum up local media interest in Sussex Nightstop

Maintaining Relationships:

- Coordinate, write and circulate regularly volunteer communication e-updates
- Develop and grow Sussex Nightstop's 'supporter' base through targeted, engaging and regular communications activities
- Lead on the coordination and support delivery of Nightstop volunteer recognition events in liaison with the Nightstop staff team

Fundraising:

- Work with the Director to plan for and manage communications and campaigns that enhance the success of Sussex Nightstop's income-raising activities
- Support the stewarding of business donor relationships by leading on the production of a range of donor engagement collateral including regular 'donor' update emails and ensuring that donor involvement is appropriately represented and thanked across our outgoing communication channels and as further required

Understanding what works:

- Lead ongoing supporter analysis and audience segmentation to inform the wider organisation's work
- Monitor website, social media, and email analytics and produce regular reports against KPIs and implement suggested improvements where appropriate

General Responsibilities:

- This job description is not inflexible but is an outline and account of the main duties and there is a responsibility therefore to carry out from time to time any other appropriate duties as directed by the line manager to support and promote the work of Sussex Nightstop, in accordance with the post holder's experience and job role. The job description will be reviewed periodically and at the time of the employee's appraisal, to take into account changes and developments in service requirements. Any significant changes that are proposed will be discussed fully with the post holder in advance of implementation
- To participate in Equalities training on a 2-yearly basis and work within and actively promote equalities in accordance with Sussex Nightstop policies and procedures
- To participate in Safeguarding training as part of the role induction and every 2 years thereafter
- To attend team meetings, staff training and supervision including reflective practice as required by the role
- To self-manage and work as part of a team

Person Specification – Communications Lead Officer

| Role experience in: | Essential | Desirable |
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| Strong (3-5 years) experience of communication activities including digital and social media and preferably within the charity sector | * | |
| Developing, managing, and delivering communication strategies and content schedules | * | |
| Delivering successful campaigns and events within budget | * | |
| Demonstrable experience in gathering material and creating content that tells effective visual stories on different platforms and through different media | * | |
| Gathering, recording and reporting upon service data | * | |
| Skills & Abilities | | |
| Ability to produce high-quality, impactful communications content with an excellent eye for detail, accuracy and creativity | * | |
| Ability to work strategically; connecting activities with organisational objectives | * | |
| Excellent ICT and software competency specifically in Word Press and other design tools such as Canva and Publisher as well as use of Word, Excel, Outlook | * | |
| Excellent planning and prioritisation skills | * | |
| Excellent communicator with ability to relate to a wide range of people including volunteers, funders, trustees and business associates | * | |
| Able to organise and drive forward own work plan as well as work as a member of the team | * | |
| Training and Education | | |
| Degree level (or equivalent) | * | |
| Digital Marketing training (SEO, WordPress, digital analytics) | | * |
| Professional qualification in Marketing (Diploma or equivalent) | | * |
| Knowledge | | |
| General knowledge of all digital marketing techniques, including WordPress and social media strategy | | |
| Good understanding of GDPR requirements as relate to communication activities | * | |
| Knowledge of Codes of Conduct and legislation relevant to marketing and communications | * | |
| Knowledge of data gathering, management and reporting systems including Excel and preferably Salesforce | * | |
| General | | |
| A commitment to the Aims and Purposes of Sussex Nightstop | * | |
| Ability to work flexible hours | * | |