

Job Details

Communications Officer - Fundraising

Turning Tides

Turning Tides is a community led homelessness charity operating in Worthing, Littlehampton, Horsham, Mid Sussex and surrounding areas. A group of local Christians established the charity in 1992 as Worthing Churches Homeless Projects (WCHP) to help those sleeping rough in Worthing. Currently Turning Tides employs over 150 staff and 250 volunteers, helping hundreds of people, providing a wide range of services to support them towards a sustainable, fulfilling life within the community.

Turning Tides operate a range of projects/functions:

- **Hub and Outreach Services**

- St Clare's Community Hub (Worthing)
 - Hub for multi-agency Rougher Sleeper's Team
 - In reach drug and alcohol and physical health clinics
 - Range of groups such as women's group, art, IT Junction and similar
 - Community Inclusion Team
 - Advice and Assessment Team
 - Outreach, move on support and reconnection
 - Food/clothing donations coordination
- Littlehampton Community Hub
 - Advice & Assessment team
 - Community Inclusion team
 - Breakfast Club
 - Outreach Worker across Arun
 - Groups such as Skills workshops, Arun District Council Housing Drop in, Foodbank, and dedicated women's group in partnership with Safe in Sussex
- Horsham and Mid Sussex Services
 - Outreach Manager
 - Outreach Workers
 - Support Coordinators
 - Community Inclusion Workers
 - Mental Health Coordinator
- Multi-Disciplinary Team
 - MDT Managers
 - Mental Health Worker
 - Alternative Response Team
 - Substance Misuse Worker
 - Substance Misuse and Wellbeing Worker
 - Dual Diagnosis Worker
 - Mental Health and Trauma Coordinator
 - Staying Well Worker
 - Social Work Coordinator

- Housing First Team
 - Housing First Manager
 - Housing First Workers
- **Lyndhurst Road Accommodation Service (Worthing)**
 - 34 bed emergency/assessment service
 - 24/7 double cover staffing
 - Shared office space for local statutory and Voluntary services
 - Harm minimisation and Psychologically Informed Approach
- **Recovery Project (Worthing)**
 - 28 bed CQC Registered Tier 4 substance misuse service
 - 24/7 staffing, double day and single night cover with waking night workers
 - Social Work Co-ordinator
 - Abstinence and harm minimisation
- **Byron and Manor Road Hostels (Worthing)**
 - 15 bed complex needs
 - 24/7 staffing, double day and single night cover with waking night workers
 - 14 bed move on hostel
 - Abstinence and harm minimisation
 - Psychologically informed approach
- **Move On Housing (Worthing, Littlehampton, Horsham and East Grinstead)**
 - 18 houses for move on and long term housing
- **Community Fundraising Team**
 - Organising regular fundraising events throughout the year.
 - Increasing our donor database
 - Delivering talks about the work of Turning Tides
 - Securing fundraising income as required to protect the provision of services
 - Educating the local community about homelessness
- **Co-ordination of 250+ Volunteers**
 - Mentoring and Befriending Scheme
 - Corporate Volunteering

Turning Tides remains determined to end local homelessness - a reality that can only be achieved through finding shared purpose with clients, other services and the wider community.

For further details go to www.turning-tides.org.uk

Communications Officer - Fundraising Job Background

Worthing Churches Homeless Projects was rebranded to Turning Tides in 2018. We continue to embed Turning Tides' brand, values and mission to all our stakeholders across the county. We recently launched a new website, fully integrating with our supporter database, event management, communications and donations platforms. Fundraising and Communications continue to be areas of much innovation and development - in particular, automation, e-campaigns and supporter engagement. Along with the Communications Manager, and day to day input from the Fundraising Manager, your role will be vital to supporting the fundraising team in the marketing of events, production of collateral such as newsletters, e-campaigns, social media etc. and engaging with supporters through different mediums and platforms.

Turning Tides is the largest provider of support for single homeless people in West Sussex. Our services continue to develop and expand, as do the numbers of local people we support. Consequently, our need to fundraise effectively is greater than ever. This role is essential to maximise fundraising income and enable the team to meet monthly/annual targets.

We are seeking applicants with a communications and marketing background who have a proven ability to produce highly impactful and engaging work across traditional and digital platforms. The successful candidate can look forward to making a real difference to the lives of homeless people by joining a friendly and supportive team in a creative and exciting field.

Key Terms and Conditions

Hours:	37.5 hrs hours per week
Pension:	All eligible staff will be auto-enrolled into a stakeholder pension scheme offered by Royal London upon commencement of employment. Upon auto-enrolment staff will receive a welcome pack.
Contract:	Permanent
Annual Leave:	25 days increasing 1 day per year up to 28 days (not including bank holidays).

Summary of the Role

As a member of the Fundraising and Communications Team you will use your communications and marketing skills to maximise fundraising income. As part of this, you will also work to raise awareness of the charity's activities and the issues faced by homeless people in our community.

You will work closely with the Fundraising Team to support their events, campaigns and appeals. This will include engaging and developing media opportunities, both locally and nationally, to increase the reach of the team.

You will help to create and coordinate communications with supporters to encourage engagement through social media, website, e-campaigns and newsletters. Through informed and sensitive copy and visuals you will help to foster a deeper understanding about homelessness locally.

Reporting to

Communications Manager, with day to day input from Fundraising Manager

Location

This role will be home-based but some travel to Worthing, Littlehampton, Horsham and Mid-Sussex may be required

Key Responsibilities

- Work as part of the Communications and Fundraising Team, contributing creatively and effectively to the fundraising strategy and the day-to-day work of the team.
- Work to achieve monthly/annual fundraising targets by producing impactful and engaging marketing and communications material.
- Effectively promote all fundraising events and activities in conjunction with the Communications Manager and Fundraising Officers to include; drafting and submitting press releases, capitalising on free listings sites, optimising TV and radio coverage, advertising opportunities and providing content and scheduling for social media activity.
- In conjunction with Communications Manager and Fundraising Officers be able to design and promote engaging 'collateral' for events. This could include printed and digital advertisements, editorial content, fundraising packs, website content, e-campaigns, posters and flyers.
- Working with the wider team, devise and implement effective and innovative strategies to widen and develop the charity's profile across West Sussex and increase the supporter database with new supporters.
- Provide and support team with copy for appeals, correspondence to supporters, supporter newsletters, e-campaigns and other comms.

- Create presentations and short films in conjunction with Communications Manager and Fundraising Officers for different audiences and stakeholders.
- Be able to analyse and exploit data from number of digital platforms. Support the Communications Manager to track, measure and collate analytics for KPIs and other reporting purposes.
- Ensure that all communications and marketing materials align with brand standards.
- Respond to enquiries over social media and monitor, nurture and promote content sharing externally.
- Administer and cleanse data on Customer Relation Management System (Donorfy). Undertaking tasks associated with accurate recording and updating of communication preferences, tagging appropriately and cleaning data to submit to mailing house.
- Maintain digital media archives.
- Support Communications Manager with responding to and coordinating media inquiries.
- Expand and maintain media database proactively fostering effective relations with local and national media.
- Support Communications Manager to review and maintain the organisation's website.
- Support and coordinate production of high quality collateral (eg newsletters), through liaising with external print providers, facilitating research for articles through to proofing and submission to sometimes tight deadlines.
- Prepare and undertake talks and presentations to diverse audiences, developing relationships to educate about homelessness and promote involvement in the charity
- Support the Fundraising Officers with event planning, organisation and on the day.
- Develop and support good relations within the team and throughout the organisation inclusive of volunteers and clients.
- Work effectively with the Fundraising Team to create a culture of fundraising, promoting the requirement for all stakeholders including staff, volunteers, clients and supporters to become involved in fundraising and maximise contacts for fundraising approaches to help create long term supporters of the charity.
- Develop relationships with donors, supporters and possible supporters taking them on a journey from awareness of homelessness and the charity, to one off giving or volunteering, regular giving and ultimately to perhaps becoming a major donor or leaving a gift in a will.
- Provide operational and administrative support to the Communications Manager.
- Undertake other tasks commensurate with the role in support of the Communications and Fundraising Team along with the broader objectives of the organisation.

Compliance with Organisational policies and regulatory requirements

- Abide by Turning Tides' policies and procedures and regulatory requirements at all times and in particular:

- Health and Safety
 - Adult and Child Safeguarding, Professional Boundaries
 - Confidentiality and Data Protection Act
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- Ensure all service policies and procedures are regularly reviewed and well embedded.
 - Play an active part in the development and implementation of organisational wide policies and procedures.

Equality and Diversity

- Promote and embed a proactive approach to equality and diversity – by example and approach.
- Undertake equalities impact assessments and reviews.

General

- Maintain personal development including participation in supervision and training.
- Undertake any other duties as may be required from time to time commensurate with your status and capabilities.
- Maintain at all times the ethos of Turning Tides.

Person Specification Communications Officer - Fundraising

This person specification lists the skills, knowledge and experience required. You should provide evidence, in the form of an example, that you meet each **short list criteria only** (this is marked “**S or S/I**” on the person specification) on **page 4** of your application form.

E = Essential criteria D = Desirable criteria
S = Short listing criteria I = Interview criteria

Criteria	E or D	S or S/I
Knowledge		
1. Knowledge of digital marketing, in particular ecampaigns via mailchimp platform.	E	S / I
2. Knowledge of housing and homelessness issues and issues that face the sector.	D	I
3. Awareness and understanding of delivering co-produced communications sensitively.	D	I
Skills		
4. Ability to administer Wordpress website.	E	S / I
5. Confident and capable user of IT, including Word, Excel, PowerPoint, Publishing software and databases.	E	S / I
6. Capable of working both independently and collaboratively as part of a team.	E	S / I
7. Excellent written and verbal communication skills.	E	S / I
8. Confident in building relationships with staff, clients and stakeholders. Ability to be a representative for both the charity and our mission.	E	S / I
9. Proven skills of creative and effective use of marketing and PR tools and channels, including digital, social, photography and film.	E	S / I

10. Capable user of Canva or other design software.	E	S/I
11. Current driving licence and access to a vehicle	D	S
Experience		
1. Proven ability to produce highly impactful and engaging communications and marketing material.	E	S/I
2. Experience of creating and coordinating copy to a tight deadline.	E	S / I
3. Experience of liaising with the media , including on sensitive matters and also securing and growing media coverage ie radio, print, web based etc.	E	S / I
4. Experience of targeted marketing to secure and grow supporter base.	E	S / I
5. Experience of generating ideas and marketing collateral and testing these on different audiences to assess impact.	D	S/I
6. Strong project management and time management skills with ability to manage diverse workload.	E	S / I
7. Delivering informative and engaging presentations to a variety of audiences	E	S / I
8. Experience of meeting targets.	D	S/I