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| Job title | Communications and Stewardship Lead |
| Responsible to | Fundraising Manager |

Role Summary

Working alongside the Fundraising Manager, this role will be responsible for creating and managing all Wintercomfort communications content across social media, websites, press releases and our quarterly newsletter.

The role will lead on Wintercomfort's stewardship, building a robust thanking and stewardship programme to increase our database, in line with our fundraising and communications strategy that actively supports Wintercomfort's goals of income generation, awareness raising and brand consolidation. They will lead on all promotional material and acknowledgments for Wintercomfort's Christmas Appeal (generating £100k+) and all other fundraising campaigns throughout the year.

Key Responsibilities

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| In partnership with the Senior Management Team and the Fundraising Manager, develop a communications strategy that actively supports Wintercomfort's strategic goals, supporting income generation, diversifying and increasing our income year on year and promoting our impact on the homeless and vulnerably housed in Cambridge. |
| Create engaging and compelling content across a range of communication platforms, including social media, quarterly newsletter, fundraising appeals and news articles. |
| Manage and develop Wintercomfort's website with relevant and up to date information |
| To lead on Wintercomfort's Christmas appeal, creating content, acknowledgements and working with the Big Give to generate £100k+ in donations. |
| Identify and secure opportunities for proactive and reactive media coverage, including developing and managing relationships with journalists, horizon scanning, undertaking media monitoring and briefing senior management prior to media interviews. |
| Monitor and respond to all activities across partnership platforms (such as Just Giving) and utilise platforms to support fundraising activities |
| Assist the Fundraising Manager with communications material for fundraising events including the annual Sleepout, The Cambridge Half Marathon and Corporate Events. |
| Work with Project Workers users to help them tell their stories via different mediums including developing a comprehensive bank of case studies. |
| Maintain and develop an extensive photo library, ensuring appropriate consents and GDPR compliance. |
| Assist the SMT and fundraising team with statistics, photographs and information to track growth across website and social media channels. |
| Identify and build upon our existing donor base and social media audience and create relevant stewardship programmes including thanking events and communications. |
| To thank donations that come into Wintercomfort in a timely fashion. |

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| To use our database, Donorfy, to identify donors and build lists and reports with relevant information and Use MailChimp to send out relevant mailings and acknowledgements. |
| Monitoring and responding to the Fundraising inbox. |
| Keep all contacts and information private and confidential and follow Wintercomfort's Data Protection policy. |
| Note - this is not an exhaustive list and you may be required to perform other reasonable duties as assigned by the Fundraising Manager and/or CEO. |

Person Specification

Key Skills and Experience

This form lists the **essential** (experience and attributes without which the job could not be done) and **desirable** experience and attributes that enable the role holder to perform the role well. When recruiting to this role, applicants will be shortlisted on the extent to which they meet these requirements.

| Criteria | Description | Essential or Desirable |
|-------------------|---|------------------------|
| Experience | • Previous experience and proven track record in a similar communications role. | E |
| | • Experience of writing and editing engaging and compelling marketing content for a variety of communication platforms and audiences. | E |
| | • Experience of developing communication strategies and devising budget plans. | D |
| | • Experience of proactive and reactive media relations. | E |
| | • Experience and knowledge of the homeless sector. | D |
| | • Experience of using web analytics tools. | D |
| | • Previous charity experience. | D |
| | • Producing and overseeing fundraising communications for supporters including appeals. | E |
| | • Experience of building stewardship programmes | D |
| | • Experience of producing digital content and managing social media in a fundraising environment. | D |

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| Skills | <ul style="list-style-type: none"> • Excellent written communication skills, and the ability to make written communications accessible, engaging and persuasive for a diverse range of audiences. | E |
| | <ul style="list-style-type: none"> • Strong IT skills, ideally including experience with development, management and maintenance of websites and social media platforms. | E |
| | <ul style="list-style-type: none"> • Ability to generate engaging and meaningful fundraising campaigns for a wide-ranging audience. | E |
| | <ul style="list-style-type: none"> • Excellent organisational, time management and prioritisation skills with the ability to take the initiative. | E |
| | <ul style="list-style-type: none"> • Excellent administrative skills and attention to detail, with the ability to maintain internal systems to store information compliant with legislation (such as GDPR) and good practice. | E |
| | <ul style="list-style-type: none"> • Ability and experience of using fundraising CRM systems. | D |
| | <ul style="list-style-type: none"> • Excellent interpersonal skills and a confident communicator. | E |
| | <ul style="list-style-type: none"> • Strategic thinking/planning and project management skills. | D |
| | <ul style="list-style-type: none"> • Able to develop collaborative working relationships. | E |
| Qualifications | <ul style="list-style-type: none"> • Educated to Degree level or equivalent. | D |
| | <ul style="list-style-type: none"> • Marketing or media qualifications. | D |

Terms and Conditions

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| Location | Overstream House and working from home (hybrid) |
| Working pattern | Monday to Friday (with occasional evening and weekend working) |
| Salary | £27,500. |
| Hours of work | 37.5 hours per week |
| Length of appointment | Permanent |
| Probation period | Three months |
| Annual leave | 25 days plus Bank Holidays |
| Pension eligibility | Yes |

Screening Check Requirements

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it. We will ask to see original paperwork confirming your right to work in the UK.

This role requires an enhanced Disclosure and Barring Service (DBS) check. Any offer of employment we make to you will be conditional upon the satisfactory completion of this check; whether an outcome is satisfactory will be determined by Wintercomfort for the homeless.

General Information

Wintercomfort is the only information, advice, training and support centre in Cambridge for those who are homeless, at risk of homelessness or vulnerably housed. We are open daily throughout the year and have been supporting the homeless in our city since 1991.

Wintercomfort provides life-changing support services running a daily drop in service for people sleeping rough. Alongside this vital welfare provision, the charity offers a broad range of services to help people tackle the issues that have contributed to their homeless status and gain the skills and confidence they need to reach their full potential.

Due to the cost-of-living crisis, mortgage increases, a severe lack of social housing and record high rents, there has been a significant increase over the last couple of years of people becoming homeless or at risk of losing their home. Cambridge is a particularly high area for homelessness, it has the second highest number of rough sleepers in the East of England, second only to Peterborough.

During the last 12 months, we have supported over **700** people in crisis. The current amount of demand is staggering, and we are still seeing this surge in demand, as many people in full time work are struggling to pay rent and or mortgages and are at risk of homelessness.

For further information about us please visit www.wintercomfort.org.uk

What can Wintercomfort offer?

One of our core values at Wintercomfort is to recognise and reward our staff as our greatest asset. We realise that it's our people who have helped us to become a well-respected charity that helps to make a positive change to homeless people's lives. We want to continue to deliver excellent, relevant services for the homeless in Cambridge by attracting and retaining talented and motivated people. If you choose to come and work with us, you will find that we offer:

- **Benefits** – You will be eligible for benefits and services, including pension scheme, death in service benefit and tax-efficient bicycle lease. Other benefits are under review.
- **A supported work environment** - You will receive a comprehensive induction and you will have a probation period to provide a supportive framework for reviewing your progress and discussing your training and development needs. You will be expected to have developed the skills to fulfil all role requirements within this period. Appropriate performance expectations and objectives will be discussed, agreed and reviewed regularly with your line manager so that your performance can be measured against these.

- **Training-** We recognise the importance of having a motivated and effective staff team. We offer on-going training to support you in your role.

Equality of Opportunity at Wintercomfort

We are committed to a proactive approach to equality, which includes supporting and encouraging all underrepresented groups, promoting an inclusive culture and valuing diversity. We make selection decisions based on personal merit and an objective assessment against the criteria required for the post. We do not treat job applicants or members of staff less favourably than one another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

Job Description Review

From time to time, this job description will be reviewed in line with the requirements of the work and organisational development. The post holder will have full opportunity to discuss this and be active in any changes and developments.