



JOB DESCRIPTION

- JOB TITLE:** Communications and Engagement Lead
- RESPONSIBLE TO:** Director
- SALARY:** £27,000 – pro Rata, 1-year fixed term contract (with possibility for extension subject to funding)
- HOURS OF WORK:** 25-30 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:** Our Communications and Engagement lead will plan for, drive forward and oversee the communications activities of Sussex Nightstop from data gathering to the development and publishing of content that reaches and engages a variety of stakeholders (including prospective volunteers, existing volunteers, funders and donors) and utilises a range of communication platforms to do so (including digital and face-to-face). The post-holder will raise our profile, engage new volunteers, increase support for our fundraising initiatives and steward positive and productive relationships with key stakeholders.

MAIN RESPONSIBILITIES

Planning and Leadership

- Develop an organisational communications plan that supports the strategic objectives of Nightstop including those specifically related to volunteer recruitment, fundraising, diversity and inclusion
- Lead on and undertake the day-to-day activities of delivering the communications plan and inspire and support other in the Nightstop team to do the same
- Ensure that all Nightstop communication materials and activities are to the highest standards, and are suitably risk assessed and GDPR compliant
- Provide regular reports on the communication plan, utilising and analysing suitable digital analytics to measure progress and success against targets and adjusting plans accordingly

Content:

- Produce a range of high-quality, engaging and professional content such as case studies, articles, briefings, infographics for publishing across a range of media types including hard copy, social media, digital press, radio and film
- Plan for, deliver and manage engaging website and social media content that meets strategic priorities and is responsive to changing requirements of the service

Engagement:

- Lead on the coordination and delivery of volunteer recruitment campaigns that increase our volunteer host pool and broaden the diversity of hosts represented
- Keep existing and new stakeholders aware and up-to-date with Nightstop through regular updates, developing and growing our 'supporter' base in the process
- Lead on the coordination and support delivery of Nightstop volunteer recognition events in liaison with the Nightstop staff team
- Plan, coordinate and facilitate the presence of Nightstop at a range of profile-raising activities, recruiting and managing a team of volunteer 'Nightstop ambassadors' team to support
- Respond to any enquiries and help to drum up local media interest in Sussex Nightstop

Understanding the difference we make:

- Set up systems for gathering and recording feedback from key stakeholder groups (including service users, volunteers, donors and partners)
- Use feedback and other organisational gathered to prepare service reports as required by funders, the team and other stakeholders

Fundraising:

- Work with the Director to plan for and manage communications and campaigns that enhance the success of Sussex Nightstop's income-raising activities including the stewarding of business donor relationships

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:	Essential
Strong (3-5 years) experience of leading a wide range of communication activities across an organisation including the writing, management and delivery of communication strategies and content schedules	*
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 using reporting systems such as Salesforce and Excel to do so	*
Skills & Abilities	
Ability to work strategically; connecting activities with organisational objectives	*
Strong 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 communicator with ability to relate to a wide range of people including volunteers, funders, trustees and business associates	*
Knowledge	
Good knowledge of all digital marketing techniques, including WordPress and social media strategy	*
Knowledge of Codes of Conduct and legislation relevant to marketing and communications, including GDPR	*
General	
A commitment to the Aims and Purposes of Sussex Nightstop	*