

JOB DESCRIPTION

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| Job Title: | Communications & Campaigns Manager |
| Responsible To: | Head of Business Development/CEO |
| Salary: | Grade D: Starting salary is £29,400 per annum pro rata. The band goes up to £32,550 per annum pro rata, however, this is dependent on annual performance reviews |
| Hours: | 22.5 hours per week, to be worked flexibly |
| Benefits: | <p>Oasis Community Housing operates a contributory group personal pension plan and in accordance with the Pension Act 2008, if eligible, you will be automatically enrolled into the Oasis Trust pension scheme. Currently all staff in our pension scheme are required to contribute a minimum of 2% of their salary. The employer contribution is currently set at a contribution of 7%. Pension contributions will be in line with pension reform legislation and full details will be provided to you by the Finance Dept.</p> <p>25 days holiday per annum pro rata, plus statutory holidays, pro rata, increasing to 30 days per annum pro rata in the September after two complete annual leave years in employment.</p> |

Job Purpose:

This role is all about developing and delivering a marketing and communications strategy that will enable us to engage with new and existing supporters. We are upping our game in developing our Case for Support and story base to secure supporters for our work. From developing our social media platforms, managing our brand and website, leading on our brand values and managing our PR activity this role is a dynamic and flexible one.

This role also leads the development and delivery of the charity's first ever advocacy campaign, Tackling Trauma Ending Homelessness. After a successful launch in the House of Commons at the start of November 2022, it is vital that the campaign continues this momentum with the deployment of measurable tactics to engage our supporters and key policy makers to, ultimately, achieve the campaigns asks.

Developing a creative and robust communications strategy, you will support the team in achieving our income generation budget. This role is crucial to us in building the supporter base we need to enable our sustainability and growth so you will need to hit the ground running.

Organisation Context:

Oasis Community Housing is a Christian response to homelessness and disadvantage providing housing, support and other specialised services. The support provided aims to develop life skills that will enable people to live successful independent lives.

Oasis Community Housing is part of the Oasis group of charities. The group includes national charities dedicated to education, housing, and campaigning against human trafficking and we work to a common vision of creating communities in which everyone can thrive and reach their God-given potential.

We welcome applicants from all faiths or none, but it is important that all employees understand and sympathise with the Christian vision, ethos and culture of Oasis Community Housing. However, it will be an occupational requirement that a practising Christian is needed for some specified roles. This is not the case with this role.

Oasis Community Housing is a growing charity, with its Central Office in Gateshead and projects in London. This post is based in Gateshead.

Duties & Responsibilities:

- Develop a communications and marketing strategy to engage our supporter base and contribute to the achievement of a seven figure fundraising budget.
- Develop and deliver an action plan to fulfil the objectives of the charity's Tackling Trauma, Ending Homelessness advocacy campaign
- Champion brand toolkits and advice to be used by others across the wider organisation and be the organisations brand champion.
- Support the BDU (Business Development Unit) by developing media plans to complement their fundraising activities
- Lead on the development of all our on-line and off-line marketing activity with a hands on approach.
- Build relationships with external agencies and press teams to enable us to share our stories as widely as possible, growing brand awareness, including through our partnerships with other parts of Oasis.
- Work closely with the Chief Executive and Head of Business Development to develop and implement our PR and Communications Strategy.
- Work closely with the Chief Executive to develop, manage and deliver PR and Communications Strategies and Activities, Budgets and Frameworks for External Campaigns.
- Support the BDU and OCH colleagues in their work, positively contributing to and celebrating successes, adopting our values and using them as a foundation to your work.

- Take the lead on marketing our fundraising work, developing, setting up, managing and keeping our supporter data/information database (Donorfy) up to date and Data Protection Act compliant.
- Manage the Communications and Campaigns Officer within the BDU team
- This job description sets out the main duties and responsibilities for the post holder, but is not intended to be an exhaustive list. Specific duties may change from time to time without changing the general nature of the post and the post holder is expected to be flexible in the range of responsibilities they undertake, commensurate with the responsibility and salary.

Personal Specification/Key Competencies:

Qualifications:

- Qualification to NVQ 3 or equivalent (essential)
- Other relevant qualifications (desirable)

Knowledge and Experience:

Essential

- At least 2 years' experience in PR/Marketing/Communications.
- Experience of developing marketing and communication plans to meet objectives.
- Involvement in advocacy campaigning at local or national level
- Proven experience of optimising media channels to enhance brand and profile.
- Experience of developing engaging and audience appropriate content across a variety of communication platforms.

Desirable

- Membership (full or associate) of a relevant or related professional body, e.g. Public Relations and Communications Association (PRCA), Market Research Society (MRS), Chartered Institute of Marketing (CIM), The Chartered Institute of Public Relations (CIPR).
- Worked for a charity, or worked in a fundraising team, in a marketing/communications role.
- Experience of developing a Case for Support and high quality content to engage supporters.

Motivation:

- Be sympathetic to our Christian ethos.
- Be committed and enthusiastic.
- Have a desire to make a positive impact on the lives of socially marginalised people.