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**Job Description**

Communications and Events Officer

**Organisational Context:**

Action Foundation is an award-winning charity that provides opportunities for marginalised people to overcome their isolation and exclusion by providing free accommodation for refused asylum seekers (Action Housing, Action Hosting and Action Access projects), short-term supported accommodation for those with refugee status (Action Letting), community ESOL classes delivered by volunteers (Action Language) and two multi-agency drop-ins facilitating social connections (InterAction).

**Job purpose:**

To increase awareness of and support for the work of Action Foundation with all stakeholders by delivering and developing the communications and events strategy. It is expected that this will result in greater engagement with Action Foundation through increased; volunteering in our projects, giving (financial and gifts in kind) from new and existing individual supporters / organisations, and influence / opportunities to sustain and develop our work.

**Key deliverables:**

Deliver and develop existing communications strategy working with staff, volunteers, beneficiaries and other supporters / stakeholders including;

* sourcing and writing stories from clients with lived experience according to safeguarding/consent policy + guidelines – minimum of one per month to be published on the blog to demonstrate both the power of the charity’s work and to humanise the plight of refugees and people seeking asylum in our community.
* embed Comms at InterAction Drop-in every month to give beneficiaries a chance to tell their stories/talk about issues that are important to them currently.
* writing news stories for the website updating supporters on project news, new members of staff, funding, awards etc
* co-ordinate and write daily social media content to raise awareness of both the work we do and the issues that affect our beneficiaries, run call-outs for donations of warm clothing/food as needed, sector wide news, as well as building our base of supporters and promoting our fundraising campaigns
* handling any inquiries that come in via social media and passing them on to the appropriate project
* record monthly digital stats from the website and social media channels and analyse by writing a monthly headline report for the CEO, and an End of Year Digital Review every 12 months
* research and write the content for:
 - monthly e-newsletter to be emailed to our database of supporters including, for example; client, volunteer and staff stories (with appropriate consent gained), project and charity updates, event and fundraising information, topical sector developments, etc.
- additional e-newsletters to our subscribers with urgent news

 - communications to networks and organisations regarding news + job vacancies

* regularly updating Action Foundation’s website with the latest information for clients, supporters and volunteers
* secure positive media coverage and manage all media requests and relations. Briefing staff ahead of any interviews and following safeguarding/consent policies when putting clients with lived experience in the public eye.
* managing the Communications and Events budget
* writing, producing and disseminating promotional literature including an annual impact report, recruitment literature, project leaflets, headed paper, email signature. Working with a graphic designer to achieve this.
* creating recruitment pages on the website for any job vacancies within Action Foundation and promoting them via social media, as well as purchasing ad space with job agencies/organisations
* organising high-quality photographic recording of key events and activities
* creating graphics for website, social media using Canva according to brand guidelines
* working with film makers to produce powerful videos/animations as appropriate
* managing our database of contacts and supporters, inputting new contacts, cleansing existing contacts as appropriate and ensuring GDPR compliance
* analyse and report on coverage gained and impact made

**Work with the fundraising team to:**

* plan and promote fundraising campaigns throughout the year – e.g. Summer Garden Parties, Legacy Giving, Regular Giving, GNR and Christmas Appeal
* recruit, organise and brief Comms/Fundraising volunteers to take on achievable elements of fundraising comms
* support community fundraisers with the comms and planning of their events
* provide case studies, stories of impact and other content as requested for funding applications and/or progress reports or other presentations and reports

*Note: The Fundraising and Grants Officer will lead on events that have a primary focus on fundraising such as recruiting and supporting competitors for the Great North Run*

**External Events**

The development, co-ordination and management of a programme of awareness raising and other events including;

* + leading on activities/events for Volunteer Week
	+ leading on activities/events for Refugee Week
	+ an annual end of year celebration event for all stakeholders
	+ project specific launch or other events as requested by other staff as agreed
	+ encouraging and supporting community events led by supporters

**Internal Events + Comms**

* Manage the bi-monthly programme of staff socials to promote a sense of team and time to decompress – e.g. Workshops in fun and interactive things like Candle making and Cookery
* Monitor Anecdotes channel for content from front line staff – following up according to safeguarding/consent guidelines
* Attend/deliver appropriate training and events as appropriate and carry out any other reasonable duties as may be requested by your line manager

**Line manager:** Chief Executive Officer

**Hours:** 35 hours per week (full-time) although may consider part-time / flexible working

**Salary:** £24,483 + 6% pension contribution

**Contract:** Permanent following a three-month probation

**Personal Specification/Key Competencies:**

The ideal candidate will have knowledge and experience of the following:

* A track-record of dynamic and creative writing to raise awareness or report on issues or events
* An ability to effectively present research using both quantitative and qualitative information
* An eye for identifying stories and an ability to sensitively interview vulnerable people
* Planning and co-ordinating other staff and volunteers to deliver events
* Gaining good public relations and media coverage including on social media
* Working with designers and film makers to produce printed, on-line and film content
* Practical experience of using CRM databases
* Supporter development (desirable)
* Knowledge of the voluntary / refugee sector (desirable)

The ideal candidate will have the following skills and abilities:

* Strong and effective oral and written communication skills
* Excellent IT and numeracy skills
* The ability to analyse and present financial and other data effectively
* Prioritise, multi-task and work well under pressure
* Work effectively in a team environment and establish strong working relationships
* Follow procedures and guidelines, but with the capacity to take initiative where appropriate
* Strong organisational skills and an ability to work to deadlines
* Proactive and able to use own initiative whilst maintaining strong lines of communication with the line manager
* A friendly and approachable personality with a willingness to learn

***Other:***

* A commitment to the aims and objectives of Action Foundation and genuine desire to support excluded asylum seekers, refugees and other migrants
* Supportive of our ethos and values – see [www.actionfoundation.org.uk/ethos/](http://www.actionfoundation.org.uk/ethos/)
* This post will require the taking up of two references