



Kingston Churches Action on Homelessness

St Peter's Church Hall, London Road, Kingston upon Thames KT2 6QL
Company Limited by Guarantee
Registered Charity No. 1075890 Registered Company No. 3735702

JOB DESCRIPTION

Job Title: Communications Officer

Hours: 25 (flexible hours)

Grade: NJC Range 26-28 on a Two Year Fixed Term Contract

Location: St Peter's Church Hall, London Road, Kingston upon Thames, Surrey KT2 6QL

Reports to: Operational Director

Responsible for: Volunteers who assist with internal and external KCAH communications

Purpose of Job:

- To increase local awareness of the work and impact of KCAH
- To invite and encourage local people and organisations to support KCAH
- To improve the quality of recording and reporting of client outcomes
- To work alongside the Operational Director to regularly review, update and implement KCAH's Business Plan and Fundraising Strategy

Principal Responsibilities

1. Communications:

- To develop KCAH's community links and use of social media
- To prepare and promote publicity about KCAH events and activities
- To prepare and deliver material that keeps all interested parties informed about KCAH's work and impact

2. Databases:

- To ensure KCAH's databases are well-maintained for the purposes of communications and intelligence

3. Fundraising:

- To contribute to the ongoing development of KCAH's Business Plan and Fundraising Strategy and to meet the targets contained in them that are relevant to this post

4. Responsibilities to the Charity:

- To work within the wider policies and procedures of the organisation and contribute to the charity's wider operations

Specific Duties:

1. General Communications:

- Maintain a general KCAH publicity leaflet for supporters and 'Our Services' leaflet for clients and advisers
- Produce, arrange printing, and distribute a quarterly hard copy newsletter to churches and individual supporters
- Produce and dispatch a quarterly e-newsletter to individuals (including church reps), church leaders & administrators and interested local organisations
- Prepare and arrange printing of the Annual Review
- Produce and maintain a legacy leaflet
- Maintain and regularly update KCAH's website
- Provide information and pictures for KCAH's Facebook and Twitter accounts
- Maintain and develop a stock of photos and videos for publicity purposes, securing written consent from clients (and others where appropriate) for their use
- Prepare PowerPoint presentations and talks
- Deliver presentations and talks to local people and organisations including the faith community
- Respond positively and in a timely fashion to all enquiries about ways of supporting KCAH

2. Database Management:

- Extract data and produce reports from the client (Lamplight) database and support senior management in the analysis of the data, helping them to address any issues arising
- Maintain and develop spreadsheet databases on individual supporters, church reps, local churches, schools, sports clubs and interested organisations
- Maintain the 'Mailchimp' mailing lists for individual supporters, church leaders & administrators and interested local organisations
- Adhere to good practice on data use by ensuring, as far as possible, that newsletters are only sent by post or email to individuals who have agreed to receive them

3. Fundraising Communications:

- Contribute to the ongoing development of KCAH's Business Plan and Fundraising Strategy
- To meet the targets contained in the Plan and Strategy as are relevant to this post
- Act as the first point of contact for actual and potential financial and material donors
- Ensure that all financial and material donors are thanked appropriately and promptly, working in collaboration with the Treasurer
- Keep updated the information about KCAH provided on its online giving websites (Virgin Giving, Just Giving and Local Giving)
- Support and encourage the Church Reps to raise awareness of and support for KCAH within their church
- Recruit new Church Reps for churches which do not have Church Reps

4. General Responsibilities

- Work closely with all KCAH staff, service users, volunteers and trustees to ensure effective communications within the organisation
- Seek to involve service users as volunteers and as the providers of pictures, videos and stories for KCAH publicity, securing written consent as required
- Maintain effective working relationships with KCAH's external partners, especially funders
- Supervise and support any volunteers under the remit of this post
- Attend supervision, team meetings, training and other meetings as required by the Operational Director
- Provide regular monthly performance reports to the Operational Director and present information to the trustees as and when required
- Attend out-of-hours and weekend functions as required
- To uphold the Christian ethos of KCAH
- Undertake other duties and projects as required by the Operational Director and in keeping with the post