



## Job Description

**Title:** **Marketing and Communications Manager**

**Responsible to:** Chief Executive

### Role Overview

KCAH has been working with people who are homeless or threatened with homelessness in the borough of Kingston for 30 years. We believe that everyone in Kingston can have a safe and stable home and is able to build a happy life.

The Charity is about to embark on delivering key strategic objectives for the next three years. To deliver on our future plan this role will deliver effective supporter engagement, maximising income and demonstrating impact.

As the Marketing and Communications Manager, you will plan and deliver communications to the public, staff and stakeholders. communicating key messages that strengthen our reputation, tell people what we do and build support for our cause.

### Role Responsibilities

#### 1. Specific Responsibilities

- a) Deliver the marketing and communications activities that contribute to reaching our strategic goals, driving high profile, ambitious campaigns to reach priority audiences.
- b) Co-ordinate and deliver community fundraising events, achieving fundraising targets, as agreed, with a specific focus on income maximisation.
- c) Develop and maintain an up-to-date communications strategy and plan, and lead on its implementation; to monitor and evaluate our communications activity in order to assess its effectiveness and refine what we do in order to maximise impact.
- d) Communicate regularly with our current and potential supporters, partners and service users in ways which meet the needs of different audiences, including:
  - Organising and promoting KCAH activities and events
  - Reviewing our community worth and developing a robust plan to strengthen our existing platform.

- Preparing and delivering talks and presentations to both the faith community and local community organisations.
  - Producing and developing a regular newsletter to individual supporters, partners and Churches
  - Develop and produce a regular impact report which communicates how KCAH is performing against the outcomes it seeking to achieve.
  - Co-ordinate the delivery of community fundraising events and products.
  - Develop efficient processes that enable the delivery of centralised thank you, welcome, and on-going relationship journeys.
- e) Own the KCAH branding and ensure that it is adhered to consistently by the staff team.
- f) Act as the lead relationship manager within KCAH for churches and community organisations.
- g) Act as the first point of contact within KCAH on communications issues and for media enquiries.
- h) Ensure KCAH's communications database and mailing lists are accurate, up-to-date and adhere to GDPR.
- i) Contribute to editorial content, design and production of promotional materials across the organisation, including the website, as required and in conjunction with relevant staff. Manage external suppliers such as designers and printers, ensuring that the best value for money and quality is achieved.
- j) Ensure the development, monitoring and reporting of quality standards and systems are in place e.g. data collection and data cleansing.

## **2. General**

- a) Understand, uphold and work within the ethos, aims and objectives of KCAH.
- b) Work collaboratively with the Chief Executive, and the wider team (including our volunteers)
- c) Represent the organisation, raise its profile and promote its cause.
- d) Prepare for and participate in supervision and appraisals as required by the organisation. Maintain professional and personal self awareness. Identifies own training and professional development needs.
- e) Provide written records and reports as required by the organisation.

- f) Travel as needed to attend meetings, training courses, conferences and other events.

## **Skills, Knowledge and Experience**

- a) Knowledge and experience of working with charity supporters in a fundraising environment
- b) Excellent communication and relationship building skills
- c) Experience of digital communications and engagement

## **About you**

- a) Be initiative led and comfortable to work alone
- b) Be adaptable to changing priorities and motivated
- c) Be a confident decision maker
- d) Excellent oral and written communication skills
- e) Able to track and understand key metrics and produce reports.
- f) Have organisational skills with the ability to work in a planned, orderly and organised way.
- g) Be detail oriented
- h) Ability to work on multiple concurrent projects and interface with all levels within the organisation.
- i) Confident in use of IT systems and able to undertake a degree of won administration including maintaining accurate records.
- j) An understanding or awareness of the housing and voluntary sector