

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Communications and Campaigns Officer</b>
<b>Responsible To:</b>	Communications and Campaigns Manager
<b>Salary:</b>	Grade A: Starting salary is £19,047 per annum pro rata. The post requires annual performance reviews.
<b>Hours:</b>	30 hours per week, to be worked flexibly
<b>Benefits:</b>	<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 year pro rata, plus statutory holidays, increasing to 30 days per annum pro rata in the September after 2 completed years' service.</p>

### **Job Purpose:**

This role is about providing key support for external and internal communications to enable the Business Development Unit (BDU) to deliver Fundraising and Communications Strategies that will engage with new and existing supporters. You will help us develop our Case for Support and story base and widen exposure to larger audiences to help us secure increasing numbers of supporters for our work and maximise the levels and frequency of the support we receive. From supporting the development of our social media platforms, promoting our brand and website, to communicating brand values and delivering PR activity, this role is a dynamic and flexible one.

This work is crucial in getting our messages out to new and existing audiences. You will provide support to the Communications and Campaigns Manager, the Individuals and Community Fundraising Manager and the whole Business Development Unit (BDU) team.

### **Organisation Context:**

Oasis Community Housing is a Christian homelessness charity based in Gateshead. Working across North East England and South London, our ambitious new strategy aims to widen our reach and amplify our impact for men, women and vulnerable families facing homelessness.

We help more than 1,000 people every year by providing housing, specialised support and, more fundamentally, a place where they feel they can belong.

Oasis Community Housing is part of the Oasis Charitable Trust group of charities, which has education and community development projects (UK and overseas) working 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 however, we ask all that all employees understand and sympathise with the charity's Christian vision, ethos and culture. For some specified roles, it will be an occupational requirement that a practising Christian is needed and this will be clearly stated in the Job advert and in the Job description's qualifications section. This post does not carry an occupational requirement.

This post is based in the Central Office in Gateshead.

### **Duties & Responsibilities:**

- To deliver communications tasks with individual supporters, businesses, local authorities, grant providers and community organisations, including churches and schools.
- Keep our supporter data/information database (INFORM) up to date and Data Protection Act compliant.
- Supporting the Communications and Campaigns Manager by delivering communications, marketing PR activities through all suitable channels, most especially Social Media Platforms.
- Supporting the Communications and Campaigns Manager disseminate Campaigns information and deliver Campaigns activities to internal and external audiences.
- Working with frontline services staff and beneficiaries to facilitate a flow of good quality good news success stories that can be used by the BDU to more effectively engage with and report back to donors and supporters across all areas of fundraising and in public relations.
- Support the Communications and Campaigns Manager's activity with external agencies and press teams to enable sharing of our stories as widely as possible. This may include working with other parts of Oasis.
- 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:**

- Relevant qualification to NVQ Level 2 or equivalent experience in a similar role (essential)

## **Knowledge and Experience:**

### **Essential**

- Demonstrable experience of using and getting the best out of a variety of social media platforms and channels to maximise the effectiveness of information and messages.
- Hands on experience of using IT systems like Microsoft Office, Donorfy, Inform etc. to send emails, complete and update spreadsheets and databases and to deal with communications to and from supporters and/or other individuals.
- Good level of literacy and numeracy

### **Desirable**

- Worked for a charity, or worked in a fundraising team, in a marketing/communications related role.

### **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