



**King's  
Arms  
Project**

## **Marketing and Social Media Officer**

The Kings Arms Project was started over 30 years ago as a response to seeing people sleeping rough on the streets of Bedford. Founded on the Biblical mandate for social justice, we have grown into a charity which works with the local community and National Government. We provide professional advice, innovative solutions and person centered care to those at risk of homelessness and social isolation.

### **Our Vision**

Every person thriving in a place they call home, living a fulfilling life in community

### **Our Mission**

To tackle homelessness, displacement and social isolation by

- Providing opportunities for people to thrive and have a home
- Connecting people into meaningful communities.
- Demonstrating the love of Jesus
- Advocating for Justice

### **Our Values**

Hope – We believe there is hope for everyone, always

Community – We all thrive when are connected in community

God is Good – We depend on God and His goodness for everything we do

Learning & Excellence – By seeking to learn, listen and grow we are better able to achieve excellence in all that we do



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## JOB DESCRIPTION

Hours:	24 hours per week
Pay:	£24,162 per annum (£14,497.25 <b>pro rata</b> )
Benefits:	Pension Scheme, Life Insurance, Employee Discount App
Accountable to:	Fundraising Manager
Line Manager:	Fundraising Manager
Holiday:	25 days per annum + bank holidays (15 days <b>pro rata</b> )
Probation:	6 months

## SUMMARY OF POST

This post is a key strategic role within Kings Arms Project (KAP). Reporting to the Fundraising Manager you will be joining us at an exciting time as we launch our new five-year strategic plan, updated branding and new-look website. You will play a key role in developing the communications strategy for KAP including media campaigns, digital communications and other forms of marketing activity.

The Marketing & Social Media Officer is a key role in the KAP strategy to increase donations from regular and one-off donors and also increase the number of people taking part in community fundraising events.

You will lead on developing and maintaining the KAP website and social media platforms, including posting engaging content. With a journalistic style, you will also develop external communications through press releases and other relevant media. In conjunction with the Fundraising Manager you will develop a communications strategy for KAP donors to keep them up to date and engaged.



The ideal candidate will have experience of increasing donations or fundraising engagement through social media/marketing or evidence of sales generation experience through marketing. Ideally you will also have experience or understanding of strategies that help to convert one-off donors into regular donors. Experience of using WordPress to develop web content is essential. A relevant qualification in Marketing or Digital Marketing is desirable.

The role has a Genuine Occupational requirement (GOR) that the candidate is a practicing Christian.

## **MAIN DUTIES & RESPONSIBILITIES**

- In conjunction with the Fundraising Manager develop marketing campaigns to increase donations and participation in community fundraising via engaging social media and web content and other relevant marketing media.
- In conjunction with the Fundraising Manager develop marketing campaigns to increase donations or fundraising activities from Schools, Churches and Corporates.
- Liaise with KAP departments to develop up-to-date and relevant social media content.
- Manage the KAP website including keeping an up-to-date blog, video content, photos and stories.
- In conjunction with project leads, refresh and update our printed materials, posters and flyers ensuring accuracy and continuity across KAP.
- In conjunction with the Fundraising Manager, lead on media relations including press releases and press enquiries.



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- In conjunction with the Fundraising Manager, develop communications strategies for existing donors using Donorfy.
- Keep track of marketing trends and create innovative communications that engage external stakeholders and help move one-off donors to regular donors.
- Be a brand ambassador, embody the vision and values of KAP and ensure continuity of KAP's brand is upheld through all communications channels.

## **ADDITIONAL DUTIES & RESPONSIBILITIES**

- Maintaining working practices that reflect the overall ethos and vision of KAP, including following our policies, procedures and code of conduct.
- Respecting and supporting the whole KAP staff team, contractors and volunteers
- Taking responsibility for your own workload and your own personal development
- To actively participate in supervision sessions (1-2-1s, team meetings and annual reviews).
- Attending and being involved in team meetings, training, prayer / worship times and social activities, as well as all personal development meetings, including supervisions.
- In addition to the duties set out in this job description the post holder may at times be required to undertake additional or other duties to meet the needs of King's Arms Project.

## PERSONAL QUALITIES

The Marketing & Social Media Officer is especially suited for someone who fits the following description:

<b>Experience and knowledge of:</b>	<b>Essential</b>	<b>Desirable</b>
A journalistic approach, able to gather stories from within the organisation to capture the life changing work of KAP	✓	
A resourceful and creative approach with excellent design and content creation skills. Able to turn stories into creative content using written, video, design and audio formats	✓	
Experience of updating website content using Word Press	✓	
An excellent copywriter who understands tone of voice and can write creative copy that appeals to a diverse audience	✓	
A strong track record of successful design and implementation of marketing plans that deliver on organisational objectives	✓	
Strong understanding of analytics and using data and insight to improve marketing outputs	✓	
Ability to build strong relationships with internal and external stakeholders to work effectively towards common objectives	✓	
<b>Qualifications / Memberships:</b>	<b>Essential</b>	<b>Desirable</b>
Relevant qualification in marketing/digital marketing or other relevant qualification		✓



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Active member of professional marketing body		✓
<b>Skills:</b>	<b>Essential</b>	<b>Desirable</b>
Strong communication skills both written and verbal.	✓	
Excellent organizational skills with keen attention to detail and ability to prioritize	✓	
Ability to work independently and take initiative with varied tasks	✓	
Computer skills and current technology experience.	✓	
Good time management skills, including the ability to prioritise and plan work to meet deadlines	✓	
Be able to demonstrate initiative and creativity in finding solutions-orientated thinking to complex issues	✓	

<b>General:</b>	<b>Essential</b>	<b>Desirable</b>
Hold a full, clean driving licence with insurance for business use	✓	
Ability to work flexible hours including evenings and weekends		✓
Maintain and observe health and safety policies and procedures.	✓	
Maintain compliance with marketing standards and good practice related to GDPR	✓	
Willingness to develop within the job and undergo relevant training	✓	
Maintain compliance with marketing standards and good practice related to GDPR	✓	



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Ability to maintain a healthy work / life balance	✓	
Be committed to Equality and Diversity, willing to learn and take on responsibility	✓	
Be positive, patient and adaptable under pressure	✓	
Be a committed Christian who is passionate about Jesus	✓	

This post would require a DBS check and the taking up of two references.

## PERSONAL DEVELOPMENT

As part of King's Arms Project, it is our desire to invest in you personally with prayer and opportunity. We do so through mentoring, supervisions, and on-going training. It is assumed that you will cultivate a healthy and regular prayer life and bible study as part of your personal development.

### Supervision

One-to-one staff supervisions are completed every 4-6 weeks in order to give opportunity to talk through successes, challenges, development/training needs, and other work-related issues as they arise.

### Training

Regular on-going training is provided within work hours in the following contexts: Project-wide team training, house team meetings, suggested reading and opportunities for regular professional training.