Marketing and Fundraising Coordinator

Recruitment Pack











The Winchester Beacon

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www.winchesterbeacon.org.uk

Charity number 1080443

The Queen's Award for Voluntary Service

Welcome **from our CEO**



I am really pleased that you are considering applying to work with us here at The Winchester Beacon. We are a small and friendly staff team working alongside a great community of volunteers to give people experiencing homelessness hope and the chance of a new beginning.

The Winchester Beacon first began supporting people facing homelessness in 1988. We have since helped thousands of people to rebuild their lives through our welcoming accommodation and tailored support.

We are currently looking for someone to join our team as a **Marketing and Fundraising Coordinator**. You will play a key role in raising awareness of The Winchester Beacon, inspiring support and generating income to help sustain and develop our services. Working as part of the Community Partnership Team, you will support, coordinate and deliver engaging marketing and communications activity, fundraising initiatives, events and supporter engagement.

If you are passionate about supporting vulnerable adults and have relevant experience then we would be delighted to hear from you.

Best wishes,
Robyn Kohler
Chief Executive

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Our **History**



The Winchester Beacon (TWB) is the operating name of Winchester Churches Nightshelter (WCNS) which was set up in 1988 by Churches Together in Winchester. Run by voluntary effort, the charity group used various buildings around the city, including church halls and temporarily vacant properties.

In 1995, we became an independent registered charity moving into our dedicated premises on Jewry Street in central Winchester in 1997. The building, which was owned by Hampshire County Council, has been used as a Victorian gas-works, a Burberry factory, a bakery, a co-operative dairy, a printing works and finally a library store. The Winchester and District Housing Association agreed to develop the site, in a joint venture, to provide a shelter for the homeless on the ground floor and ten low cost studio flats above. The Nightshelter was officially opened on the 14 September 1997 by local Baptist minister, Rev Paul Hills.

We now also manage three offsite properties which together accommodate an additional twelve people. These four-bedroom houses act as a stepping stone to independent living. All of our twenty-two residents are able to benefit from personalised wraparound support to enable them to rebuild their lives.

During the pandemic we adapted our services to ensure that we could stay open. This involved moving to single bedrooms to reduce shared airspace and extending our opening hours so that our residents could ‘stay home’ during lockdown. These changes lived on beyond the pandemic after we saw the positive impact they had on our residents. It was at this point that we changed our operating name to The Winchester Beacon as we had become so much more than a nightshelter.

Our **Vision, Mission & Values**

Vision: To transform lives, inspire hope and end homelessness.

Mission: To help break the cycle of homelessness by enabling people to rebuild their lives.



Honest and open

We treat everyone with kindness and respect, without prejudice or discrimination.



Safe and supportive

We provide a home where residents can be comfortable and safe and can find the help and restoration of self-esteem they need.



Flexible and caring

We foster collaboration to work as a team with residents, staff, volunteers, the local community and other agencies / partners.

How we **Help**



Each of our residents is able to benefit from one-to-one personalised support. Their Support Worker works alongside them to establish issues at a root of, and as a result of, their homelessness. Together, they identify the areas that they need support to help them to meet their goals and rebuild a life away from homelessness.

Residents can access:

- Free counselling and psychotherapy
- Budgeting advice
- Help with substance misuse
- Tenancy and housing support
- Help to find training and employment
- Life coaching
- Ongoing support when they transition to independent living.

Free activities for residents include:

- Gym pass to local leisure centre
- Boxing classes
- Guided cycling club
- Cookery club
- Haircuts.

Larry's Story

Larry, 66, became homeless after his mother passed away. They had been living together in the council house that had been their family home for over 40 years. Originally in Larry's father's name, when he passed away the tenancy moved to his mother. This meant that legally the house could not be passed on again and so Larry was instructed to leave.

"George, my Support Worker at The Beacon, helped me sort out my pension. I knew it was there but I couldn't access it, I didn't know much about the internet so George helped me.

I've moved into my own one-bedroom flat. The Winchester Beacon helped me apply for it and also sorted out furniture and a cooker for me so that I start with what I need.

Having now experienced homelessness, I value having a space in the world even more than I did before. It's easy to worry about how I'll cope living on my own but I'm going to take it as it comes and I know I still have the support of The Winchester Beacon."

Job Description

Job Title:	Marketing and Fundraising Coordinator
Location:	Winchester, with some working from home possible
Hours:	Flexible for the right candidate, at least 22.5 hours per week
Salary:	£30,000 for full-time hours (37 hours per week)
Benefits:	25 days holiday plus bank holidays (pro rata), pension, Medicash plan.
Start date:	As soon as possible
Direct reports:	Volunteers
Reporting to:	Community Partnerships Manager

About the role

The Marketing and Fundraising Coordinator will play a key role in raising awareness of The Winchester Beacon, inspiring support and generating income to help sustain and develop our services.

Working as part of the Community Partnership Team, the postholder will support, coordinate and deliver engaging marketing and communications activity, fundraising initiatives, events and supporter engagement.

The role will help to bring our work to life through compelling stories, creative campaigns and effective communications, demonstrating the difference our supporters make to people experiencing homelessness.

Key Duties and Responsiblities

Content creation and media

- Coordinate the delivery of our marketing and communications activity ensuring a consistent and engaging brand presence.
- Use your initiative and creativity to find and tell our stories including gathering case studies, photos and short videos from across our services and turn them into engaging content for our social media, website and printed publications.
- Plan, write and create content for the supporter and volunteer newsletters working in collaboration with the CPM and Volunteers' Coordinator (VC).
- Draft press releases, support with the pitching of ideas to local media and monitor media coverage.
- You will measure what works, tracking our performance across social media, website and newsletters to produce regular reports to inform and shape future communications.
- Write and design printed internal and external marketing materials including internal and external posters, leaflets and our annual review.
- Create and maintain a library of presentations for use in schools, community groups and local businesses.
- Regularly review and maintain the website to ensure content is up to date and optimised for search engines.
- Strengthen relationships with local media regularly writing press releases and pitching content ideas to raise awareness of The Winchester Beacon.

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Job Description (contd)

Community relationship building and stewardship of supporters

- Support the CPM to proactively and effectively build and nurture strong relationships with local organisations.
- Support with the stewardship of donors and supporters including the coordination of thank you communications.
- Support the training of Beacon Ambassadors to ensure they are confident about representing the charity in the community.
- Be involved in the organisation and delivery of Beacon-hosted events including the annual Supporters' Evening and volunteer events.
- Represent The Winchester Beacon and speak at community and networking events as required.

Fundraising

- Support the CPM with a pipeline of funding opportunities including grant and trust research, monitoring and reporting.
- Work with the CPM to develop, plan and organise engaging fundraising campaigns and events.
- Work with the Volunteers' Coordinator to engage and coordinate the Volunteer Fundraising Team in fundraising events and initiatives.
- Support the administration of fundraising activities including recording donations, maintaining accurate records and monitoring campaign performance.
- Liaise and support community fundraisers with the promotion and administration of their events.

Administration

- Maintain a library of images and consent forms.
- Produce QR codes, campaigns and events on the CRM when required.
- Keep up to date CRM records about supporters including donations, communications and contact consent.
- Manage MailChimp mailing lists.
- Support monthly manual processes relating to the CRM.
- Assist with the CRM to ensure it meets GDPR and data retention requirements and is kept up to date.

Person specification

About the post holder

You are a confident and sensitive communicator passionate about sharing stories and representing people with dignity. You will have experience of communications, marketing or fundraising and be skilled at planning and delivering content across several channels. You write well and design creatively and confidently in Canva.
You're passionate about the work of The Winchester Beacon and motivated by making a positive difference. You have a warm, approachable and professional manner. You are creative, enthusiastic and full of ideas. You are adaptable, resourceful and proactive and you take pride in producing high quality work.

Essential skills and experience

- Experience in marketing, communications, fundraising or a similar co-ordination role.
- Excellent written communication skills, with the ability to create engaging, accurate and audience-appropriate content in an ethical way.
- Confident in using social media platforms and creating content for digital channels.
- Experience of producing marketing materials and publications.
- Good organisational and project co-ordination skills with the ability to manage competing priorities and meet deadlines.
- Excellent attention to detail.
- A proactive and flexible approach with the ability to work independently and as part of a team.
- Basic photography and video content creation skills.
- Excellent interpersonal skills and the confidence to communicate with a wide range of people.
- Confident IT skills including Microsoft Office, Wordpress, MailChimp and Canva.

Desirable skills and experience

- Experience of working within a charity or not-for-profit organisations.
- Experience of fundraising campaigns, community fundraising or event coordination.
- Experience of website content management and SEO.
- Experience of maintaining supporter databases or using a CRM system.
- Experience of working with local businesses, community groups or volunteers.

Equality, Diversity and Inclusion

The Winchester Beacon is committed to creating an inclusive environment where everyone is treated with dignity and respect. Applications are welcomed from all sections of the community.

Safeguarding

The Winchester Beacon is committed to safeguarding and promoting the welfare of vulnerable adults. All staff are expected to share this commitment and follow safeguarding policies and procedures. This role will require a DBS check.

How to apply

Please send your CV and a covering letter to **nancy@winchesterbeacon.org.uk.** We will be shortlisting candidates on a rolling basis so early application is recommended.