

Communication and Impact Manager

Job Description

Job Title	Communication and Impact Manager
Location	Twickenham
Responsible to	Director
Hours of Work	22.5 hours a week, flexible working. One year fixed contract with possibility of extending, subject to funding.
Salary	£17,550 p.a. [£29,250 p.a. (FTE)]

Background

Embracing Age is a Christian charity set up in 2015 in the London Borough of Richmond to help older people feel valued by and connected with their local community. Our primary work tackles the loneliness and isolation of care home residents, some of the oldest and frailest members of society. We train volunteers to spend time and build friendship with residents, bringing colour into what can be a monochrome existence for many. In the Borough of Richmond we have about 60 volunteers across all the care homes for older people.

In 2016 our Care Home Friends project won the Cinnamon Project Lab which is a national competition to find local, church-based social action projects that have a deep vision to develop their model so that churches in other parts of the country can replicate it. Our vision is simple: there are 17,500 care homes across the UK and over 50,000 churches. We want to see each care home adopted by a local church with trained volunteers spending time and building friendship with residents. We have begun that process of replication and are now looking for a Communication and Impact manager to support our work both locally and nationally.

Main purpose of job

The Communications and Impact Manager will measure the impact of our work and ensure that it is communicated effectively to a variety of audiences, helping to:

- build our supporter base,
- spread the word about starting a Care Home Friends project to new churches nationally
- develop our existing work in the Borough of Richmond

Main Duties and Responsibilities

- Develop and share digital content, including photos, videos, infographics, stories, etc. on facebook, Twitter, Instagram, blogs, you tube, newsletters and our websites.
- Help to develop an online library of resources that churches can access to help them in their ministry amongst older people.
- Help project champions have a strong identity with our national Care Home Friends project.
- Ensure that Embracing Age is a positive voice about ageing, but also a voice that challenges churches to be great places for people to grow old. This will be through the digital content you put out, but also by getting speaking engagements and/or stands at Christian events and conferences.
- Organise and run our stand at the yearly Full of Life Fair in Richmond upon Thames, in partnership with local churches.
- Manage Love your Local Care Home Week
- In partnership with our Volunteer Co-ordinator help local volunteers have a strong identity with Embracing Age.
- Responsible for the annual monitoring and evaluation of both national and local projects, and ensuring that the impact is communicated effectively.
- Build and develop our base of individual donors
- Develop our community fundraising to feed into our base of individual donors.

This is a new role and the outline above does not represent a full list of tasks that the post holder will be expected to perform. Also it is recognised that the duties of all posts are subject to change from time to time. Alterations to duties and responsibilities and performance of similar tasks within the scope of and at the same level will be expected.

There is an occupational requirement under the Equality Act 2010 that the post holder is a professing and practicing Christian. The post holder will be expected to carry out their duties within the ethos of Embracing Age.

The appointment will initially be for a term of one year; renewable by discussion and subject to funding. Three months probationary period.

Who you are

You will demonstrate the following essential criteria for this role:

Competency

- Excellent verbal and written communication skills and interpersonal skills, with a track record of being able to build good relationships with supporters
- Ability to work independently and remotely, as well as part of a team.
- An understanding of a care home environment and the needs of both residents and staff.
- A strong mix of task and people skills
- An understanding of church organisational structures and the motivation Christians have for social action

- IT skills to an intermediate level, including Microsoft word and Excel, or G suite applications.
- Ability to influence and communicate to a wide range of people in an inspirational way
- Outward-looking and responsive to new opportunities
- Ability to network and build strategic relationships
- Strong organisational skills
- Good understanding and ability to use social media effectively to build audiences.
- Ability to create inspiring digital content with demonstrable experience
- Demonstrable understanding of best practice in donor engagement & data management
- An understanding of fundraising guidelines and legislation.

Character

- Ability work effectively under pressure, managing multiple projects to meet deadlines
- Responsible and mature outlook
- Resilient under pressure and when facing challenges
- Emotional intelligence, discretion, integrity – ability to build confidence and trust
- A positive and professional approach, both internally and externally
- Passionate about the cause, willing to give 100%.

Calling

- A compassion for older people and an understanding of the heart of God towards them.
- A heart to pray for this ministry

Chemistry

- Personal chemistry with Embracing Age staff
- Willingness to work flexibly

In addition, it would be beneficial, but not essential for you to demonstrate the following:

- marketing experience
- knowledge of CRM databases
- strong networks/connections within the UK Christian community.

Enhanced disclosure information may be requested from the DBS in the event of a successful application.

Please send your [completed application form](#) and a covering letter to tina@embracingage.org.uk

Deadline for applications: Thursday 16th May 2019