

PILGRIMS'  
FRIEND  
SOCIETY

*Communications & Social Media  
Officer*

**at Pilgrims' Friend Society**



For more than 200 years Pilgrims' Friend Society has been helping older people to live fulfilled lives in their later years through residential care and independent living.



## *From the* **CEO,** **Stephen Hammersley**

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As people are generally living much longer than ever before, there are many new challenges and opportunities facing society. God willing, the plan for our 11 care homes and eight independent living housing schemes is that they will provide wonderful places for people to live when they need care and support. As Pilgrims' Friend Society we also want to support, enable, and equip churches' pastoral and outreach work with older people.

Pilgrims' Friend Society has been providing Christian care to older people for over 200 years, and our expertise in the issues that matter to older people is of enormous relevance and much in demand. As a result, we are planning to invest

in developing our care homes and housing schemes and are exploring ways in which we can help equip churches around our schemes in their ministries to and with older people.

We are also open to enlarging our work by acquiring or otherwise collaborating with charities who have a similar Christian calling.

We hope the information in this pack will whet your appetite, and that you will prayerfully explore whether you might have a calling to join us and help lead and deliver the work of the Society in this new phase of its development.

*Stephen Hammersley*



## *From the* **Director of Marketing and Communications,** **Alexandra Davis**

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As part of the Pilgrims' Friend Society Support Office, the job of the Marketing and Communications team is to inspire people to take part in our big story of providing care and support for older people. We love to share, write, and speak about all that's going on in the care homes and housing schemes and encourage others to connect with our work, whether that's through receiving our magazine, following us on social media, praying with us, or giving to us financially.

We are excited to grow our communications work with the introduction of this role.

How we gather, craft, and share our key messages and stories can be life-changing for those who choose to come and live, work, or volunteer with us. As a core member of our team, you will have the opportunity to use your skills and gifts to showcase what a fulfilled later life can look like, and make a long-term, wide-reaching impact on the those who need our help and support the most

We hope you'll join us!

*Alexandra Davis*



# About Pilgrims' Friend Society

**Pilgrims' Friend Society provides residential care homes and independent living housing schemes where older people can live fulfilled lives in their later years.**

Rooted in the Christian faith, we are committed to ensuring that the physical, emotional, spiritual and mental needs of each of our family members are met. Our family members are Christians or are sympathetic to the Christian faith.

We started our work in 1807, when we were known as "The Aged Pilgrims' Friend Society."

William Wilberforce was our Vice-President for nine years before his death and so we have a tremendous history.

In those days, we didn't have 'homes' or provide care. We provided pensions and grants to older Christian people to help them overcome the grinding poverty of those days.

We built our first 'home' in Camberwell, South London in 1834 and now have 15 sites throughout the United Kingdom in England and Scotland.

The majority of our work is still in residential care homes.

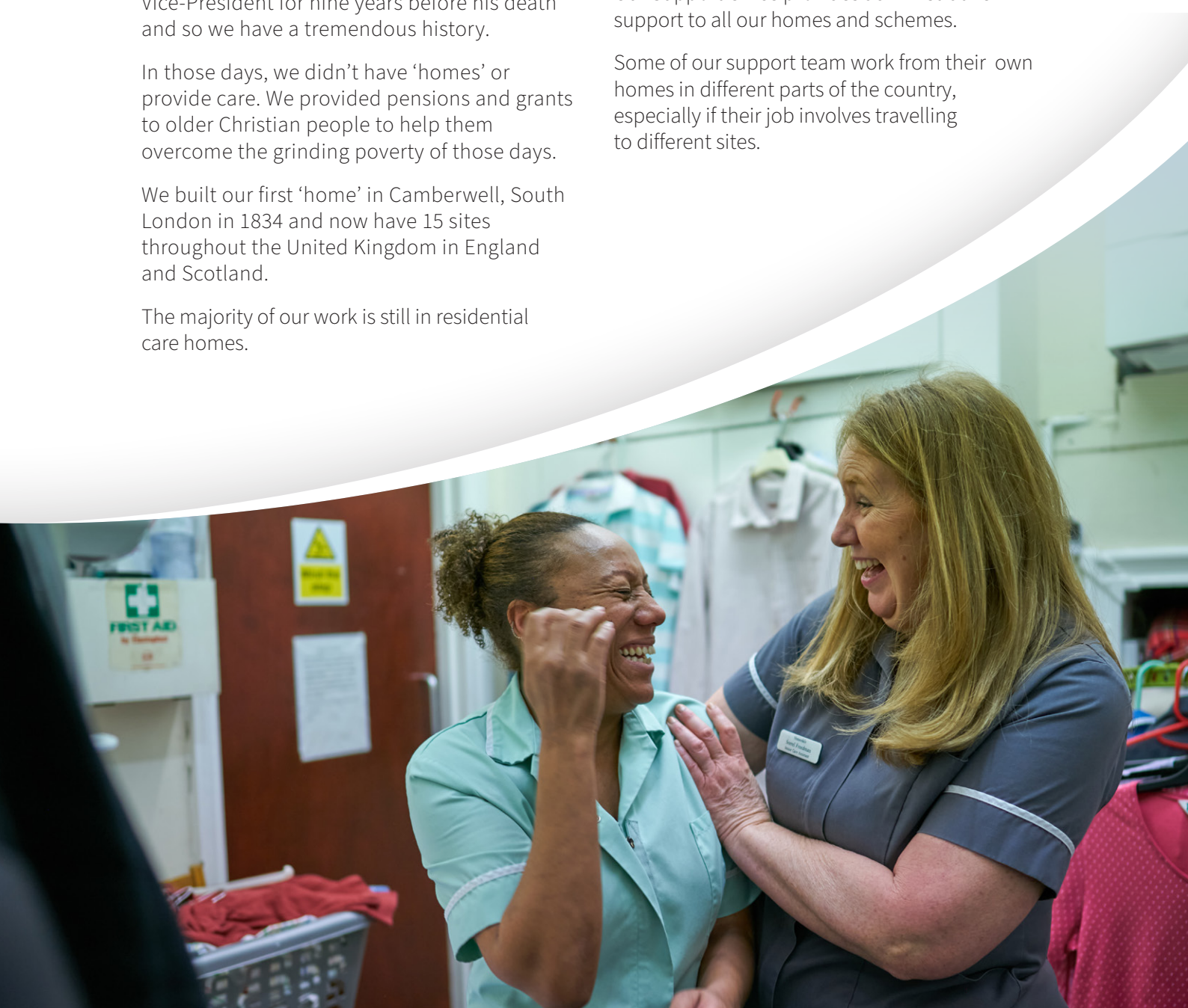
A number of these homes also have independent living accommodation on site, either in bungalows or flats.

We have four dedicated retirement living schemes and an Extra Care Housing scheme.

We also work to help equip and inspire churches that minister to older people in their communities.

Our Support Office provides administrative support to all our homes and schemes.

Some of our support team work from their own homes in different parts of the country, especially if their job involves travelling to different sites.



# Our values

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At the heart of what we do are our values – what we think is important about the way we face the world, the actions we take and the work that we do.

A shared set of values that we have developed together will shape the culture of the organisation as we work hard across so many different locations. Whether in a care home, a housing scheme, or elsewhere these values will help guide the way we connect with people, the way we respond to those in our care, and the way we plan for the future.

These four values – compassion, community, transparency, and excellence – will help us continue to deliver wonderful care and support for older people in the later years of their lives.



## Transparency

We believe that being honest and open is crucial to good work as this allows trust to be built in our communities. The Bible is clear that truthfulness is important, and that transparency helps us to flourish and do well (Ephesians 4:25 and Proverbs 28:13).



## Compassion

Compassion is at the heart of how we interact with people. Having compassion helps us treat each individual person as unique and precious, as we would want to be treated, and as the Bible says we should treat people (Ephesians 4:32 and 2 Corinthians 1:3-4).



## Community

We believe that all people are made to exist in relationship and that community is central to human flourishing. Working together in community creates a space of care, trust, and celebration, as well as generosity and sharing with others. The Bible speaks of the importance of being part of a community and we are encouraged to look outside of ourselves to the needs of others and to work together taking the interests of others to heart (1 Corinthians 12:26 and Philippians 2:3-4).



## Excellence

As we care for others, it's important that we strive for excellence in our work. This means that we do the very best we can, being committed to each task and the best outcomes for people. The Bible encourages us to work hard and do good with integrity (Colossians 3:23 and Titus 2:7).

# About the role

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The Communications and Social Media Officer will play a crucial role in capturing and sharing the stories of Pilgrims' Friend Society, promoting its mission and values through various communication channels. Reporting to the Communications Manager, this role involves crafting engaging content, managing social media platforms, and supporting fundraising campaigns.

## Where you fit in to the team

You are responsible to the Communications Manager.

## Duties of the Communications and Social Media Officer

- Visit Pilgrims' Friend Society care homes and housing schemes to capture compelling stories from residents, staff, and volunteers.
- Deliver captivating content across various print and digital platforms, ensuring adherence to deadlines and brand guidelines.
- Devise and execute campaigns to support occupancy, fundraising, new resources etc.
- Manage the day-to-day operations of social media platforms, including content creation and community engagement.
- Measure and report the performance of all communication activities with detailed data and analysis.
- Maintain and manage the organisation's image library.
- Upload web content and ensure its accuracy and relevance.
- Provide press support, including developing press contacts, liaising with members of the press and our homes, and tracking coverage.
- Conduct proofreading tasks to maintain quality standards.
- Undertake ad hoc duties as required.

# About you

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## Experience

- A relevant degree or (similar level) professional qualification; or equivalent work experience.
- Proven experience of writing/ creating great content in a paid professional or organisational context.
- Experience with creative platforms including Canva and Mailchimp.
- Experience in video editing/creating video content for contemporary social platforms e.g. Instagram Reels/TikTok's.
- Experience of using a CRM database.



## Skills and personal qualities

- Excellent written and verbal communication skills.
- A strong visual sense and great attention to detail.
- Technical skills across Microsoft applications and website content management systems.
- Excellent organisational skills and ability to multi-task.
- Ability to take ownership of workload and reflect and action on what works and what doesn't work.
- Attention to detail and the ability to ensure all outputs are of the highest quality.
- Passionate about supporting vulnerable young people and making a difference to society.
- A creative mindset and the ability to think of new ways to build our brand.
- Strong organisation and planning skills.
- The ability to work independently and with colleagues from across the organisation.
- A can-do problem-solving attitude.

# Terms and conditions

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**Salary:** £32,060 to £35,000 per annum

**Hours:** 34.5 hours per week (Monday to Friday)

**Holiday entitlement:** 25 days plus bank holidays

**Pension:** **Contributory pension scheme**, with a minimum employee contribution of 5%. Pilgrims' Friend Society contributes 3%, (6% for people aged 55 plus). Subject to three months' postponement at start of employment.

**Other benefits:** **Life Assurance of two times salary** for those in the pension scheme, Perkbox rewards, Wisdom app, Employee Assistance Programme, flexible working, birthday rewards, long standing reward.

**Location:** 175 Tower Bridge Road, London SE1 2AL 2 days a week in the office

**Travel:** There will be occasions for you to travel to our homes when required.

## Occupational Requirement (OR)

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under Part 1 of Schedule 9 to the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate:

- a personal commitment to the mission, principles, values and practices contained in our Mission Statement.
- Active membership of local church congregation.
- An understanding of the faith aspects of the work of Christian charities, including the preparedness to pray with colleagues and clients, where appropriate



# Recruitment process

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If you would like to apply for this exciting role, please send the following to Camilla at [camilla.fitsum@pilgrimsfriend.org.uk](mailto:camilla.fitsum@pilgrimsfriend.org.uk):

- a full CV outlining your career history to date.
- A sample of professional, published writing that demonstrates your ability to produce high-quality content.
- a covering letter, of no more than two pages in total, outlining how you meet the criteria set out in the person specification and your reasons for applying.

**The closing date for applications is 4pm on Tuesday 27th August.**

**All applications will be considered immediately** after the closing date and candidates informed if they have been shortlisted for first interview.

**First stage interviews** will be conducted by Zoom.

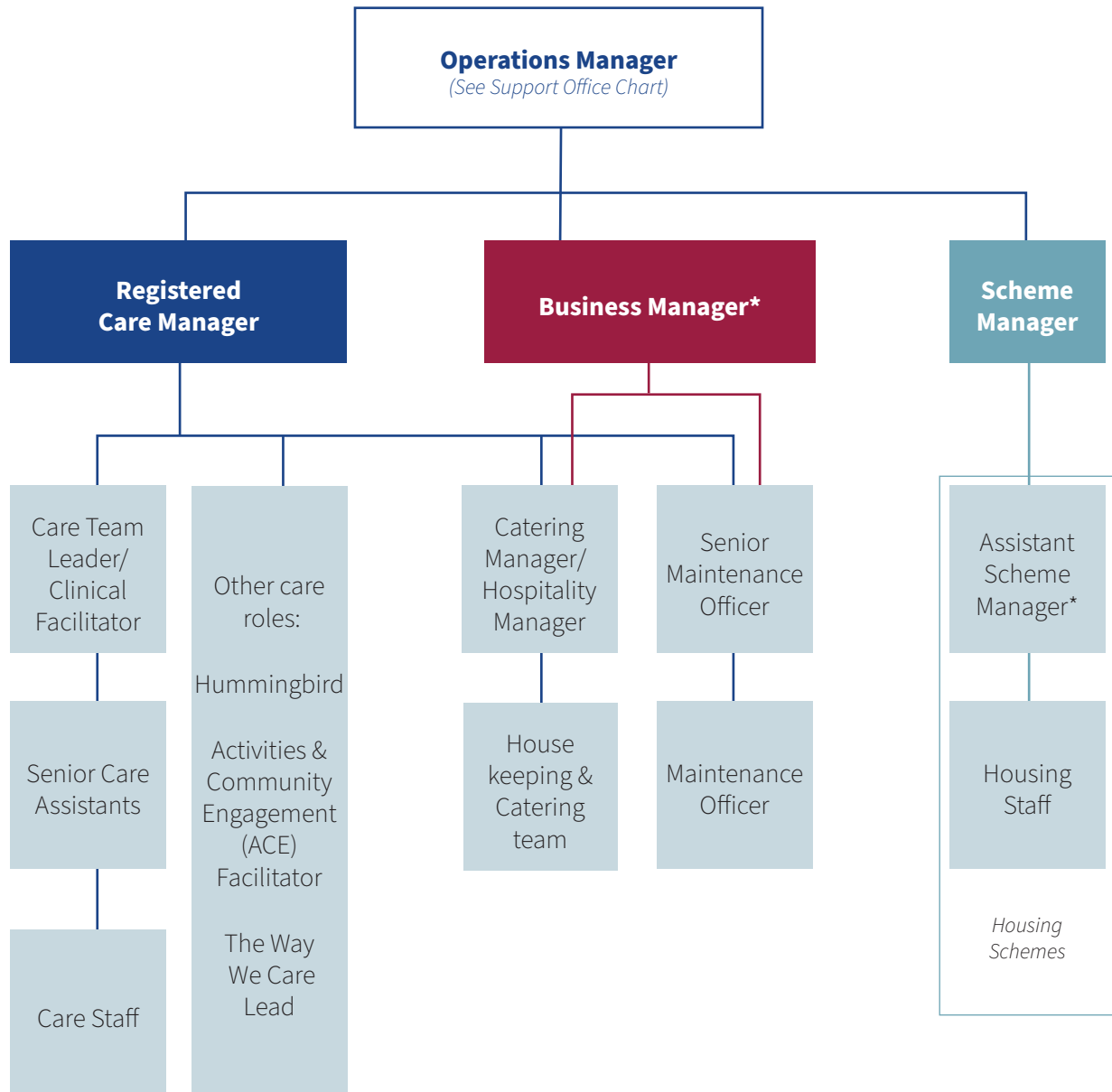
**Final stage interviews** will be held at Pilgrims' Friends Society Support Office in London.

**All candidates will be expected to agree to our Basis of Faith** and we will take references from your church minister as well as the usual employment references.





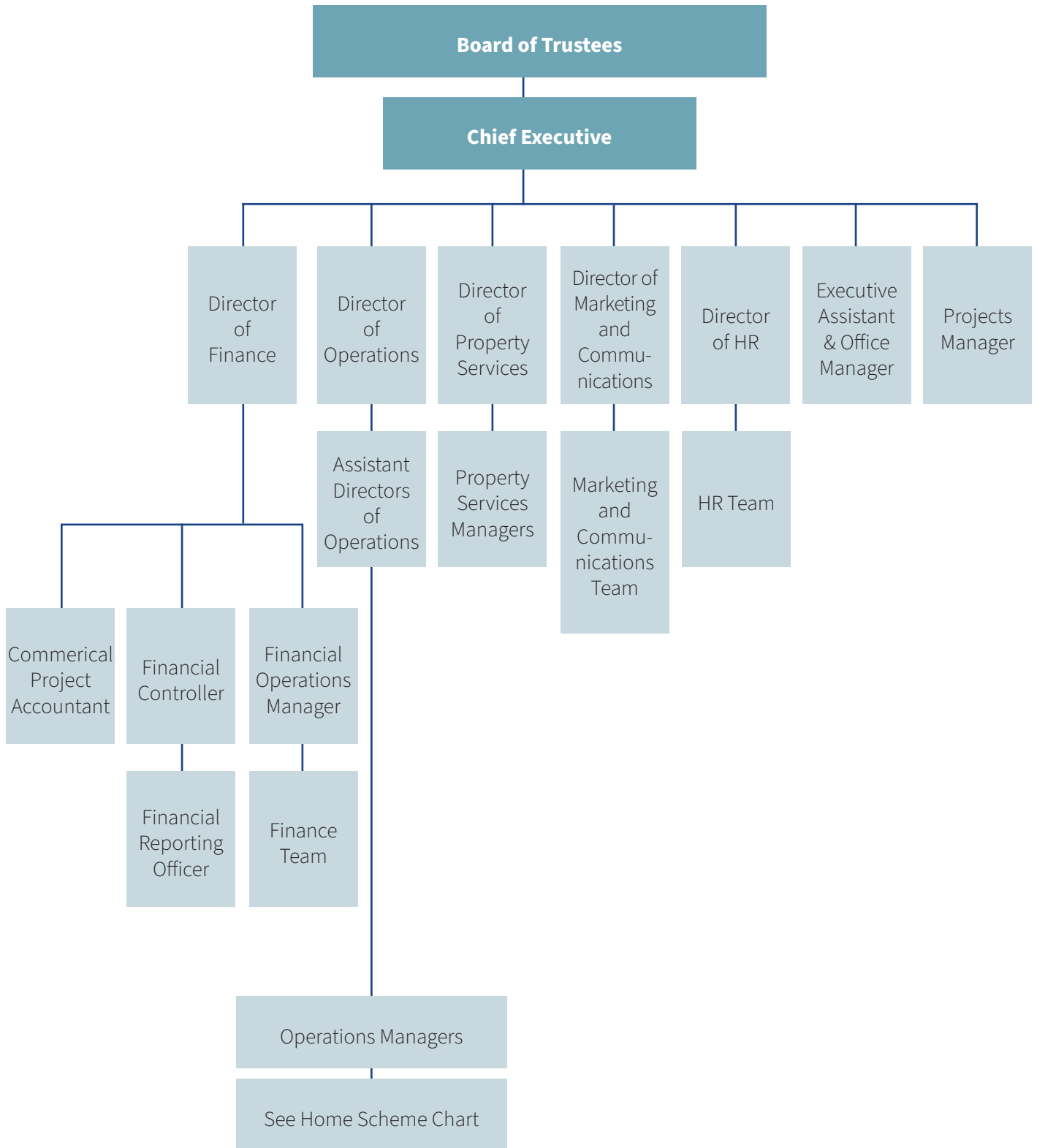
# Homes, Schemes, and other services



\*Not all homes/schemes have Business Managers.

# Support Office

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# Contact details

**PILGRIMS' FRIEND SOCIETY**

 **Support Office, LONDON** | 0300 303 1403 | [info@pilgrimsfriend.org.uk](mailto:info@pilgrimsfriend.org.uk)

 **Carey Gardens, LEICESTER**  
0300 303 8455  
[carey.gardens@pilgrimsfriend.org.uk](mailto:carey.gardens@pilgrimsfriend.org.uk)

 **Dorothea Court, BEDFORD**  
0300 303 1490  
[dorothea@pilgrimsfriend.org.uk](mailto:dorothea@pilgrimsfriend.org.uk)

 **Emmaus House, WHITEHAVEN**  
09146 591362  
[emmauscumbria@pilgrimsfriend.org.uk](mailto:emmauscumbria@pilgrimsfriend.org.uk)

 **Emmaus House, HARROGATE**  
0300 303 8450  
[emmaushouse@pilgrimsfriend.org.uk](mailto:emmaushouse@pilgrimsfriend.org.uk)

 **Evington Home, LEICESTER**  
0300 303 1455  
[evington@pilgrimsfriend.org.uk](mailto:evington@pilgrimsfriend.org.uk)

 **Finborough Court care and housing, GREAT FINBOROUGH**  
0300 303 1450  
[finborough@pilgrimsfriend.org.uk](mailto:finborough@pilgrimsfriend.org.uk)

 **Framland, WANTAGE**  
0300 303 1470  
[wantage@pilgrimsfriend.org.uk](mailto:wantage@pilgrimsfriend.org.uk)

 **Homesdale care and housing, WANSTEAD**  
0300 303 8485  
[homesdale@pilgrimsfriend.org.uk](mailto:homesdale@pilgrimsfriend.org.uk)

 **Koinonia Christian Care Home, WORTHING**  
0300 303 8480  
[koinonia@pilgrimsfriend.org.uk](mailto:koinonia@pilgrimsfriend.org.uk)

 **Luff House care and housing, WALTON-ON-THE-NAZE**  
0300 303 1495  
[luffhouse@pilgrimsfriend.org.uk](mailto:luffhouse@pilgrimsfriend.org.uk)

 **Middlefields House, CHIPPENHAM**  
0300 303 8470  
[middlefields@pilgrimsfriend.org.uk](mailto:middlefields@pilgrimsfriend.org.uk)

 **Milward House care and housing, TUNBRIDGE WELLS**  
0300 303 1460  
[milward@pilgrimsfriend.org.uk](mailto:milward@pilgrimsfriend.org.uk)

 **Pilgrim Gardens, LEICESTER**  
0300 303 8455  
[pilgrim.gardens@pilgrimsfriend.org.uk](mailto:pilgrim.gardens@pilgrimsfriend.org.uk)

 **Royd Court, MIRFIELD**  
0300 303 1480  
[roydcourt@pilgrimsfriend.org.uk](mailto:roydcourt@pilgrimsfriend.org.uk)

 **Shottermill House, HASLEMERE**  
0300 303 1475  
[shottermill@pilgrimsfriend.org.uk](mailto:shottermill@pilgrimsfriend.org.uk)

 **Strathclyde House, SKELMORLIE**  
01475 522 525  
[enquiries@strathclydehouse.org.uk](mailto:enquiries@strathclydehouse.org.uk)

# What we believe

## Pilgrims' Friend Society is a Christian charity, rooted in the Bible.

We believe that the teachings of the Bible are our sole and final authority.

We believe that there is one God in three persons, Father Son and Holy Spirit.

The good news of the gospel is that, although men and women are sinners, God has taken the initiative to save people from every tribe, tongue and nation. We believe that God will bring about the redemption of all things.

God sent Jesus Christ, His Son, to be our Saviour. Jesus became fully human and, at the same time, remained fully God.

Jesus came to buy us back from sin and death by living a perfect life, having no sin, and dying in our place on the cross.

But God's grace did not stop there. When Jesus ascended to heaven, the Holy Spirit was given by God to continue His work on earth.

It is this Holy Spirit who gives us new birth and brings us to repentance and faith in the Son. When the Spirit has begun such a good work in someone, He will bring it to completion.

At the time appointed by God, Jesus will return to earth in glory. He will raise the dead and judge all people. He will banish those not known to Him and He will take His people to be with Him in eternal glory in the new heavens and earth.





“ They will still bear  
fruit in old age, they will  
stay fresh and green ”

**Psalm 92:14**



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Pilgrims' Friend Society

175 Tower Bridge Road, London SE1 2AL

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