

Job Description

TITLE OF POST:	Digital Communications Assistant
REPORTING TO:	Head of Fundraising & Communications
HOURS OF WORK:	37 hours per week
PLACE OF WORK:	Hatfield 3 days per week, wfh 2 days per week
ANNUAL LEAVE:	25 days per annum pro rata increasing by one day a year after 5 years' service to a maximum of 28 days (in addition to Bank & Public holidays)
BENEFITS:	<p>hyh will contribute 3% of basic salary to The People's Pension on behalf of the staff member.</p> <p>From 1st April 2019 staff eligible to join the scheme will be automatically enrolled into the scheme at the 3% of basic salary on commencement of employment. Once in the scheme a further 5% will be contributed by hyh.</p>
OTHER BENEFITS:	<p>hyh provides Group Life Insurance benefit of 4 times salary through FriendsLife. Entry to the scheme is automatic on joining the charity; completion of a nomination form is required to confirm staff wishes to the trustees.</p> <p>hyh offers an Employee Assistance Programme offering counselling and emotional support to improve wellness and performance.</p>

This post is classed as having a high degree of contact with children or young adults and is exempt from the Rehabilitation of Offenders Act 1974. An enhanced disclosure will be sought through the Disclosure & Barring Service (DBS) as part of Herts Young Homeless' pre-employment checks. Please note that additional information referring to the DBS is in the guidance notes to the application form.

RESPONSIBLE FOR:	Creating, developing and evaluating hyh's online and social media presence to engage supporters, stakeholders and the wider public and to maximise digital fundraising opportunities. The role also supports the development of digital content to support service delivery at the charity leading on public and internal comms.
JOB PURPOSE:	The Digital Communications Assistant will:

- Contribute to **hyh**'s overall Fundraising & Communications strategy as a member of the Fundraising & Communications Team
- Improve supporter acquisition and retention through digital channels, building engagement and loyalty.
- Source, generate, edit, schedule and post written, visual, audio and video content that drives brand awareness, is shareable and encourages actions to generate income.
- With guidance, deliver outstanding and innovative communications for different audiences and across multiple channels which align with **hyh**'s Comms plan.
- Inspire, inform and motivate supporters to give to **hyh** as well as demonstrating the impact of their donations on beneficiaries.
- Learn to manage a calendar programme of social media and website activity.
- After training, act as the first point of contact for social media and our website, responding appropriately and championing and signposting people to the work of **hyh**.
- Create and update content for **hyh**'s website
- Develop and grow TikTok content which is engaging and educational, becoming **hyh**'s expert on this channel
- Create digital materials to support the Fundraising team across all income generation streams with their activities and campaigns throughout the year.
- Over time, act as a brand champion within **hyh**, promoting the use of social media and encouraging greater understanding of the website and social media channels
- Keep abreast of new developments, trends and technologies, identifying and proposing new digital opportunities for **hyh**.
- Understand, evaluate and circulate social media and website analytics.

SPECIFIC DUTIES:

Fundraising & Communications

- Contribute to the achievement of the Fundraising team target of £480k in 24/25
- Day-to-day responsibility for managing relationships and communications with existing supporters through digital channels, ensuring exceptional supporter care.
- Build strong and lasting relationships with a wide range of internal and external stakeholders, effectively communicating and persuading.
- With the Fundraising team, help to grow and develop increased income from regular donations, create impactful appeals and campaigns.
- Develop and deliver effective, accessible and inclusive PR, communications and engagement activities working closely with the Fundraising team. Produce communication plans that ensure online and offline media coverage, with the appropriate call to action for individual giving.

- Ensure all hyh staff and Trustees are well informed on current activities so that they can be effective ambassadors for hyh
- Work closely with the Events Officer to maximise the effectiveness of engagement and stewardship events in supporting the development of existing and prospective relationships
- Increase awareness of hyh and encourage a wide and diverse audience of people to support our cause. Ensure hyh's reputation as a leading homeless prevention charity is maintained and enhanced
- Confidently present the key messages of hyh and encourage support via a variety of media including, presentations, newsletters, direct mail pieces and website copy.
- Ensure that every supporter receives a high level of donor care and is contacted in an appropriate and timely manner with tailored communications and relevant, inspiring content.
- Work closely, in a collaborative environment, with all Fundraising team members to ensure that all digital activity is integrated and aligned with the overall fundraising strategy, to maximise overall income for **hyh**

DUTIES IN COMMON WITH OTHER MEMBERS OF TEAM:

- Develop, write and present persuasive and innovative proposals in conjunction with colleagues
- Provide written reports to the board and Executive Management Team as required.
- Ensure best practice in all areas to comply with current legislation, following Fundraising Regulator and Institute of Fundraising Guidelines.
Be an ambassador for the charity both internally & externally in order to further **hyh's** aims whilst protecting and enhancing its reputation
- Report accidents and record incidents accordingly
- Maintain the best appearance of your immediate working area
- Undertake any other reasonable duties that may be required from time to time

TRAINING AND EDUCATION:

- Be responsible for liaison with your line manager regarding your own development needs

HEALTH & SAFETY:

- Adhere to and ensure compliance of Fire and Health and Safety regulations relating to all service delivery activities and personnel whilst maintaining a safe working environment at all times

EQUAL OPPORTUNITIES:

- Treat everyone with whom you have contact through your work with equal dignity and respect, and to promote equal opportunity for all and challenge any behaviour or practice which discriminates against any person on the grounds of race, colour, sex, marital status, religion or belief, disability, age, sexual orientation, gender reassignment or any other perceived difference.

PERSON SPECIFICATION

<p>Qualifications and Experience</p>	<ul style="list-style-type: none"> • Proven experience of copywriting and video editing skills to create impactful comms material • Experience of building collaborative relationships within social media channels • Good understanding of online giving and digital channels • A commitment to undertake training where required and an enthusiasm for new challenges and experiences • An understanding and commitment to equal opportunities and anti-discriminatory practice
<p>Skills</p>	<ul style="list-style-type: none"> • Excellent communicator in formal and informal communications, both verbally and in writing • Excellent interpersonal skills with the ability to build rapport and communicate sensitively; • Understanding of the best use of digital platforms to increase awareness, engagement and donations for hyh • Effective time management and resilience skills to resolve conflicting priorities and ability to deliver to deadlines • Approachable, creative, 'can-do', flexible attitude • Excellent relationship management skills, with ability to motivate and inspire others and work as part of a team • Creative thinking, imaginative with willingness to try new ideas
<p>Knowledge</p>	<ul style="list-style-type: none"> • IT literate with experience of CRM, Word, Excel, PowerPoint, Publisher, Outlook.
<p>Miscellaneous</p>	<ul style="list-style-type: none"> • Highly motivated with the ability to work using own initiative and as part of a team • Empathetic with cause of youth homelessness. A commitment to hyh's values namely; professional, passionate, responsive and collaborative • Willingness to work flexibly where required • A full driving licence