



A route out of
homelessness

Decorated in support
at no cost to
Glass Door Homeless Charity

GLASS DOOR

Marketing Officer

Job pack

Our vision is a future where no one experiences homelessness in London.

About us

Based in London, Glass Door Homeless Charity coordinates the UK's largest network of open-access services for people facing homelessness.

Since 1999, thousands of people have found safe shelter and the support needed to leave homelessness behind.

Open access means that anyone experiencing or at risk of homelessness can turn to Glass Door regardless of who they are or where they are from. We offer a variety of services and not all our services are right for everyone, but no one will be turned away without an offer of support.

We provide year-round advice through our team of expert caseworkers and coordinate London's largest emergency winter night shelter network. Our shelter and support services save lives and create a route out of homelessness for good.

We are an independent charity that receives no funding that would impede our open access policy. It is thanks to the support and partnership of individuals, churches, community groups, businesses and trusts and foundations that we can continue to provide shelter and support to those who need it most.

What we do

Shelter

Every winter, we work closely with community centres and churches in West London who provide space for a sleeping area for our guests. Our shelters operate from a different venue every night of the week. We have three shelters operating nightly in the boroughs of Kensington and Chelsea, Hammersmith and Fulham and Wandsworth. The shelters accommodate around 35 guests each night.

Advice and Support

Year-round, anyone in need can speak with dedicated caseworkers who offer advice, advocacy and practical support. Guests can access the advice and support service either from our partner day centre drop-ins or, during the winter, from our emergency night shelters. Guests can also find other services provided by the drop-ins, such as lunch, laundry and showers.



How to apply

Thank you for your interest in this role - we're so glad you'd like to join our team.

Outlined further in this pack is the job description and person specification, the main terms for the role and a summary of our recent impact.

If you believe in our ethos and want to make a difference, please apply by sending your CV and a short supporting statement (no more than two pages) to jobs@glassdoor.org.uk or via Charity Jobs.

Interviews will happen on a rolling basis. Due to the volume of applications received, regrettably, only shortlisted applicants will be contacted.

We foster a diverse and inclusive culture and welcome applicants from all backgrounds. We particularly welcome applications from people with lived experience of homelessness. When you apply for a role with Glass Door, we ask you to complete this [Equality and Diversity Monitoring Form](#). Doing so is voluntary and the information provided will be kept confidential and used for monitoring purposes only.

If you have any accessibility requirements, or require the application pack in a different format, please get in touch by emailing jobs@glassdoor.org.uk

We look forward to hearing from you!

Job specification

Team:	Communications
Location:	Hybrid – at our office (Argon House, Argon Mews, London SW6 1BJ) and remotely at home. A minimum of two days a week at the office (including our all-staff Wednesday)
Duration:	Permanent (with six months' probation)
Reporting to:	Head of Communications & Fundraising
Hours of work:	35 hours per week, Monday-Friday
Salary:	Pay band 3 (£31,500 rising to £35,875)

The role:

This is an exciting role within the Communications Team at Glass Door Homeless Charity. The Marketing Officer will lead on the creation and delivery of multi-channel marketing campaigns that drive engagement, help generate vital income and maximise impact across our Communication and Fundraising activities.

This is a highly collaborative role with the Fundraising team, acting as a strong marketing support function for fundraising appeals, events and community fundraising.

This role will also provide marketing support to the wider organisation to encourage engagement across a wide-range of audiences; from supporting with key messaging in Volunteer newsletters, to ensuring clear messaging for front-line service collateral to helping draft a speech for a flagship event.

Using insight and performance data, this role will continually optimise marketing activity, helping us deepen relationships with existing supporters while reaching and inspiring new audiences through targeted, audience-led communications.

Job specification

What you will do as part of our team

Marketing:

- Lead, plan and deliver campaigns from concept through to evaluation, producing engaging content, and continuously optimising performance using data, audience insight and clear KPI's.
- Lead, plan and deliver digital marketing campaigns across email, web & socials to support fundraising appeals, events and community fundraisers.
- Oversee development and delivery of quarterly e-newsletters and assist colleagues with their email marketing to ensure on brand and in line with overall digital calendar.
- Work closely & collaboratively with the Digital Communications Officer to create and ensure all content is optimised for multiple purpose/platforms and in line with our brand guidelines.
- Manage website content, landing pages and user journeys to improve audience experience and conversion using SEO and key-word optimisation.
- Work closely with the Community, Events & Partnerships fundraising colleagues to ensure content and digital journeys are meeting their needs through an integrated marketing approach.

Monitor Impact:

- Produce monthly, annual and ad-hoc reports on the impact of our marketing campaigns against key KPI's and metrics across email, web and socials using tools within Google, SEO and Social platforms.
- Work closely & collaboratively with the Digital Communications Officer to ensure all conversions of paid promotion are tracked effectively and monitor campaign performance across digital channels, identifying opportunities to improve engagement.
- Analyse marketing journeys for collaborative Fundraising deliverables – including appeals and events and create monthly reports to share success of conversions.
- Monitor and follow trends within digital and innovation to improve the organisation's digital presence and activities.
- Ensure marketing activity complies with relevant data protection, privacy and governance requirements.

Strategy:

- Support the creation & delivery of the annual Communications plan creating content such as blogs, case studies and informative pieces for web, socials, email and annual campaigns.
- Support the Fundraising Team's strategic promotion and stewarding objectives of campaigns, appeals & challenge events.
- Work closely & collaboratively with the Individual Giving Officer to run email marketing campaigns to support our annual appeals - including audience specific segmented email journeys.
- Work closely and collaboratively with the Volunteer Involvement Manager to deliver a year-round email marketing plan.

Job specification

What you will do as part of our team

Other:

- Work collaboratively with the Head of Communications & Fundraising and key colleagues across the organisation to support the creation and delivery of the Annual Impact Report and Women's Report, as well as with external contractors on film and design projects.
- Attend and participate in reoccurring team meetings, and other relevant ad hoc meetings when necessary.
- Undertake other ad hoc tasks as directed, such as assistance on Glass Door events and fundraising & challenge events.
- Carry out the functions of the post with proper regard to Glass Door's Equal Opportunities Policy.

Person specification

To be successful in this role, you will have experience delivering multi-channel marketing campaigns, with a strong understanding of how content and messaging adapts across social media, email and web.

You'll be confident creating and publishing content, and able to write clear, engaging and accessible copy tailored to different audiences and platforms with a willingness to learn and test new ideas.

You will have experience in or offering support of fundraising activities, including marketing for events, appeal and/or community fundraising.

You'll bring an organised, collaborative approach, with strong communication skills and a genuine interest in creating effective, impactful and inspiring campaigns that supports our vision of ending homelessness in London.

Essential

Knowledge, Skills, Abilities

- Proven experience of increasing reach and engagement across the spectrum of communications channels.
- Proven experience of supporting fundraising activities; specifically appeals, events & campaigns.
- Proven experience with using paid social, SEO and Google Analytics.
- Experience with creating and delivering email marketing campaigns with online platforms/tools such as Mailchimp.
- Strong interest in social media and experience of using social to attract and engage multiple audiences (IG, FG, X & LinkedIn)
- Writing and editing skills. Willingness to adapt different messaging and storytelling styles across multiple channels & audiences.
- Minimum of two-years' experience in a digital marketing role.
- Experience using website CMS.
- Excellent skills in Microsoft Office software (Word, Excel, PowerPoint)

Personal Qualities

- Strategic thinker with the ability to work under tight deadlines.
- Strong research, analysis and numeracy skills.
- Excellent organisational skills with strong attention to detail. Ability to forward plan and schedule workflows.
- A hands-on approach and willingness to interact with the beneficiaries (our guests) of the charity.
- Able to relate to and work with people from a range of backgrounds.
- A confident self-starter who will hit the ground running and adapt to changing priorities.
- A team player with an open, collaborative style and a practical, "can-do" approach.
- Inspired by the work of Glass Door and in agreement with its ethos.

Person specification

Desirable

- Interest and experience using graphic design tools (eg. Canva, InDesign, Photoshop,) to create and edit publications and graphics.
- Experience of project management.
- Experience of working within a trauma & gender informed approach.
- Experience of working with homeless people or similar disadvantaged client groups and an understanding of their needs.
- Experience in the not-for-profit sector.
- Understanding of GDPR and data protection requirements.

Our impact

- 2,524 individuals received support through Glass Door's expert Casework Service and Emergency Winter Night Shelters in 2024-25.
- Despite the many challenges associated with the lack of housing in London and the cost of living, 423 of our guests moved into housing this year.
- Over five months in 2024-25, a total of 569 guests found a safe place to stay in our Emergency Winter Night Shelters, with 194 women staying in our Women's Night Shelter.
- Behind each statistic are hundreds of individuals, each with a unique story. Our guests ages ranged from 18-82, with 1,344 sleeping rough prior to turning to us for support, 685 experiencing hidden homelessness and 565 at risk of homelessness.
- Guests experiencing multiple challenges such as a relationship breakdown, past trauma, alcohol dependency and debt found help through our Casework Service to find a route out of homelessness.



Benefits and perks



26 days holiday per year, with an extra day each year of service to a maximum of 30 days, plus bank and public holidays



Contributory pension scheme



Employee Assistance Programme



Cycle to work scheme



Reflective practice: one-one coaching session/s with an external qualified practitioner



Enhanced sick pay from start of employment



Personal development training opportunities



Season Ticket Loan Scheme



MediCash health plan

Our values



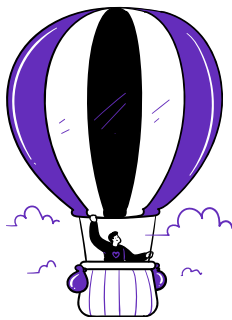
We are welcoming



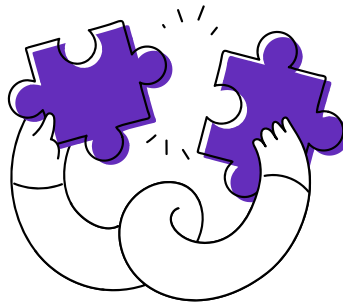
We are open to all, without prejudice



We are compassionate



We believe individuals can turn their lives around



We build trust



We are ambitious and bold, but we grow sustainably



We know we can have a bigger impact when we work together

EDI (equality, diversity and inclusion)

We are committed to ensuring Glass Door continues to be an organisation where everyone, regardless of gender, sexuality, marital or civil partner status, race, nationality, religion or belief, pregnancy, disability or age can participate, excel and contribute to our work.

We foster a diverse and inclusive culture and welcome applicants from all backgrounds. We particularly welcome applications from people with lived experience of homelessness.

We ask candidates to complete this [Equality and Diversity Monitoring Form](#) and while it is voluntary, it would be helpful if you would do so as this will assist us in monitoring our reach within all our communities.

While we partner with some churches and church-owned properties to run our casework services, we are not a religious organisation. There is no requirement for our employees or volunteers to hold a faith or a belief.



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