



A route out of
homelessness

Curated in support
at no cost to
Glass Door Homeless Charity

GLASS DOOR

Marketing Officer

Job pack

Our vision is a future where no one has to sleep on the streets of London.

About us

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

We provide basic sleeping bags and mats and offer a hot evening meal. Our guests leave in the morning after a hot breakfast and we then close the shelter, removing all equipment ready for setting up in the evening.

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 louise@glassdoor.org.uk.

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 louise@glassdoor.org.uk

Job specification

Team:	Communications
Location:	Hybrid – at our office (Argon House, Argon Mews, London SW6 1BJ) and remotely at home. Two days minimum at the office including 'All-staff' Wednesdays
Duration:	Permanent (with six months' probation)
Reporting to:	Head of Communications
Hours of work:	35 hours per week, Monday - Friday
Salary:	£30,000 - £31,500 dependent on experience

About the role

This is an exciting new post in the Communications Team at Glass Door. Reporting to the Head of Communications, this role will support the delivery of a new paid & organic digital marketing strategy, working closely & collaboratively with both the Comms & Fundraising Teams, as well as co-lead on the delivery of a new website.

Through this role, we will ensure that all our existing supporters are actively communicated with and that we are regularly engaging with a range of new supporters through a unique & tailored approach.

We value diversity and welcome all, in particular those with life experience and lived experience.

What you will do as part of our team

Marketing

- Work with all internal stakeholders to develop digital marketing campaigns across paid, earned and owned channels delivering against KPI's for income, campaigning and brand awareness.
- Co-manage delivery of multiple/ congruent campaigns, appeals & events to attract & engage new supporters - often working alongside key members of other teams including fundraising, operations and advocacy teams.
- Co-lead on the project management & delivery of a new website.
- Work collaboratively with the Digital Comms Officer to ensure all content is optimised for multiple purpose/platforms and in line with our brand guidelines.
- Contribute creative ideas to generate content for campaigns, news stories, blogs and social media
- Oversee development and delivery of quarterly e-newsletters. Assist colleagues with their email marketing to ensure on brand and in line with overall digital calendar.
- Work closely with the Individual Giving Officer to run email marketing campaigns - including audience specific segmented email journeys.
- Work closely with the Community & Corporate fundraising colleagues to ensure content and digital journeys are meeting their needs through an integrated marketing approach.

Job specification

Monitor Impact

- Monitor the impact of paid & organic marketing campaigns to report on key KPI's and metrics. Using tools within social media platforms and Google analytics.
- Work closely & collaboratively with the Digital Comms Officer to ensure all conversions of paid promotion are tracked effectively & efficiently.
- Analyse marketing journeys for collaborative Fundraising deliverables – including campaigns & appeals and create monthly reports to share success of conversions.
- Lead on the moderation and tracking of website usage.
- Lead on the evaluation of social media and online reach, create monthly reports, and assist with evaluating the effectiveness of campaigns & appeals.
- Lead on the monitoring and track Google ads & analytics.
- Monitor and follow trends within digital and innovation to improve the organisation's digital presence and activities.

Strategy

- Support the creation & delivery of the digital audit of GD web & socials.
- Support the creation & delivery of the GD Communications Strategy – specifically the digital marketing strategy.
- Support the Fundraising Team's strategic promotion objectives of campaigns, appeals & challenge events.

Other

- Attend and participate in relevant team meetings, and other 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

Essential

Knowledge, Skills, Abilities

- Proven experience of increasing reach and engagement across the spectrum of communications channels
- Experience with using paid social, SEO and Google Analytics
- 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 communications role
- Experience with creating and delivering email marketing campaigns with online platforms/tools such as Mailchimp
- Experience using website CMS (ideally WordPress).
- Excellent skills in Microsoft Office software (Word, Excel, PowerPoint)
- Strategic thinker with the ability to work under tight deadlines
- Strong research, analysis and numeracy skills.
- Excellent verbal and written communication skills with the ability to adapt style appropriately.
- Excellent organisational skills with strong attention to detail. Ability to forward plan and schedule workflows

Personal Qualities

- A hands-on approach and willingness to interact with the beneficiaries (our guests) of the charity
- Dynamic and keen to be fully immersed in the organisation and its overall objectives
- Empathetic attitude towards homeless and vulnerably housed people
- 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
- Ability to adhere to and implement Health & Safety, HR and operational policies
- 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
- Confident approach to, and experience of, dealing with challenging behaviour
- Experience in the not-for-profit sector

Our impact

- 1,786 individuals received support through Glass Door's expert casework service and emergency winter night shelters in 2022-23.
- Despite the many challenges associated with the economy including the cost of living crisis, 294 of our guests moved into housing this year.
- In the winter of 2022-23, a total of 293 individuals found a safe place to stay in our emergency winter night shelters.
- Behind each statistic are hundreds of individuals, each with a unique story. This year 157 of those we supported were refugees or asylum seekers. 22% suffered from mental health issues, and 18% from physical health issues.
- Guests experiencing multiple challenges such as a relationship breakdown, past trauma, alcohol dependency and debt found help to address these issues and become more stable and self-sufficient.



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

Our values



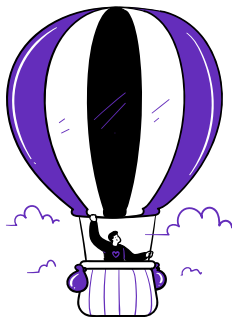
We are welcoming



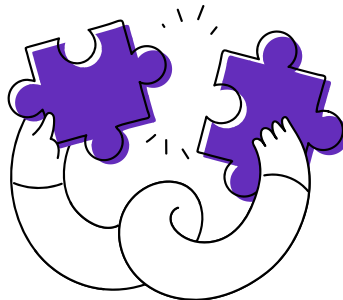
We are open to all, without prejudice



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.



Glass Door Homeless Charity, Argon House, Argon Mews, London, SW6 1BJ | Tel: 020 7351 4948

info@glassdoor.org.uk | www.glassdoor.org.uk | @glassdoorlondon

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