

Job Description



Job title:	Proposition Development Manager
Department:	Brand, Marketing and Fundraising
Reporting to:	Stewardship and Engagement Lead
Salary:	£47,991
Hours:	35 hours per week
Location:	London, hybrid
Contract type:	Permanent

Core Purpose

To lead the development of compelling high-value propositions, products and cases for support that inspire significant support for Crisis' mission.

To ensure high value teams are equipped with impactful materials and messaging tailored to different donor audiences.

Aim and influence

- Matrix working across the Philanthropy and Development and Partnerships and Community Fundraising team.
- Work with and manage relationships with suppliers, freelancers and other contractors, as required.
- To work collaboratively with colleagues across Fundraising, Finance, Policy, Services and the Chief Executive's Office to support ambitious fundraising targets and campaigns.

Financial and supervisory responsibilities

- Responsibility for managing supplier relationships and communications-related expenditure for the high-value team.
- Responsible for overseeing the project management and content production for high-value appeals and campaigns, including the Christmas high value ask, autumn trusts mailing and campaign narrative.

High Value Communications Manager – Job Description

Role responsibilities

- Lead the creation, planning and delivery of high-value cases for support, products and tailored funding propositions for individual, corporate and trust donors.
- Work across the organisation to source and shape content that showcases the impact of Crisis' work and inspires donor investment.
- Collaborate with fundraisers to support the development of bespoke materials that support pitches, proposals and stewardship.
- Work with senior stakeholders across Services, Policy, Research and Brand teams to ensure consistent messaging and alignment with organisational priorities.
- Work closely with Brand, Marketing and Audience teams to ensure tone, style and messaging align with organisational house style, using audience insights, and use framing to reflect the realities of homelessness with dignity and respect.
- Provide editorial oversight and quality control across high-value propositions, cases for support, products and other relevant content and outputs.
- Ensure content is delivered on time, to a high standard and is audience-appropriate, accessible and on-brand.
- Manage relationships with external suppliers including copywriters, designers and print fulfilment agencies.
- Contribute to the planning and evaluation of high-value campaigns and communications performance.

Leadership and line management responsibility

- Deliver timely, responsive and high-quality propositions and case for support and supporting content and materials to internal stakeholders across the high-value fundraising function.
- Ensure strong collaboration across the high-value team, enabling matrix ways of working and clear ownership of shared responsibilities.
- Contribute to the ongoing development of Crisis' high-value strategy and team culture.
- Represent high value teams across specific project groups.

Other key details

- Crisis' current hybrid working policy requires staff to work from a Skylight or a Crisis Office for at least one day a week or two days per fortnight. Evening and weekend work may be required for which TOIL may be given.

High Value Communications Manager – Job Description

General responsibilities

- Pro-actively seek out opportunities to promote and support member involvement within Crisis.
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness.
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work Act etc
- Comply with all Crisis policies and procedures insofar as they relate to the provision of services, including Safeguarding and Equality, Diversity & Inclusion
- Work collaboratively across departments to support Crisis' mission to end homelessness
- Carry out any other duties reasonably associated with your role

Person Specification

Essential

- Exceptional written communication skills, with experience creating high-impact copy for high-value audiences (e.g. major donors, trusts, and corporate funders).
- Proven experience of developing cases for support, products and funding propositions in a fundraising, marketing or communications context, preferably high value.
- Excellent eye for detail and commitment to quality and consistency in written and visual outputs.
- Experience of working collaboratively with a range of stakeholders including fundraisers, service leads and senior staff.
- Strong project management skills, including the ability to manage multiple deadlines and workstreams simultaneously.
- Experience of managing suppliers and creative partners including copywriters, designers or printers.
- Understanding of the principles of supporter-centric communications and donor stewardship.
- Understanding of audience motivations and how to tailor messaging and storytelling to engage different high-value supporter segments.
- Commitment to Crisis' purpose and values, including equality and inclusion.

High Value Communications Manager – Job Description

Desirable

- Experience of commissioning video, digital or print content.
- Background in journalism, marketing or audience-focused content development.
- Professional copywriting experience in a reactive, high volume environment.
- Understanding of homelessness, housing or social justice issues.