



**emmaus**



# **Applicant Pack**

Regional Communications Officer





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Thank you for your interest in the role of Regional Communications Officer at Emmaus UK.

This pack provides you with useful information about our organisation, the job role and the application process. Please take the time to read this pack and our website to find out more about our charity, communities and social enterprises.

[emmaus.org.uk](https://emmaus.org.uk) 

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# How Emmaus works

Emmaus supports people who have experienced homelessness and social exclusion. Our communities offer:



## **A home for as long as someone needs it**

In Emmaus communities, everyone has their own furnished bedroom. They are a safe space for as long as people need it. All bills are covered, basic toiletries are provided and fresh meals are prepared in the communal kitchens. Living and dining areas are shared spaces where people can relax and socialise together.



## **Work experience in a social enterprise**

The people we support spend time contributing to our social enterprises and communities. For many, developing skills and interacting within our shops gives people a focus and routine each day. Contributing and being an active part in society plays an important role in restoring their self-esteem.



## **A sense of belonging and community**

We offer the companionship, support and sense of belonging that many people who have experienced homelessness may have lost. Our communities are safe and caring places where people can settle and rebuild their lives, enabling people to share their experiences and benefit from peer to peer support.



I never thought I'd be homeless but stuff happens. Honestly, I wouldn't change what I've been through because I wouldn't be who I am today. I wouldn't have met my true self and proved how strong I am. Coming to Emmaus is one of the best decisions I've ever made.

Damian, former companion of Emmaus Salford





# Emmaus overview

Emmaus is a secular organisation supporting formerly homeless and socially excluded people. There are currently more than 30 Emmaus communities and groups in the UK, providing a home, tailored support, training and meaningful work experience to more than 850 people, known within Emmaus as companions.

Emmaus is different to a lot of homelessness charities as it provides someone with a home for as long as it is needed, not just a bed for the night. Companions, as residents are known, each get their own room and access to communal areas where they eat and socialise together.

Social enterprise is central to the Emmaus model as it provides meaningful work experience for companions but also generates a large proportion of the funding needed to maintain communities. Having something to do every day provides structure and a sense of purpose to companions.

This daily activity plays a huge part in helping to restore the self-esteem that many people lose when they are homeless, and enables them to make the most of their existing skills, while learning new ones.

Emmaus communities deliver a significant return on investment. Research shows that for every £1 invested in a community, there is an £11 return, with savings to the benefits bill and health services, and a reduction in crime reoffending.

Solidarity, helping others less fortunate than yourself, is central to the Emmaus way of life. Everyone at Emmaus, including companions, staff, trustees and volunteers, is encouraged to carry out acts of solidarity to support people who need it most.

For companions in particular, this has a huge impact on their confidence and self-worth, showing them that they can make a difference to someone else's life and add value to the lives of people around them.

# Emmaus in the UK

Emmaus communities and groups work together to empower people to change their lives for the better.

## Our vision

A sustainable world in which everyone has a home and sense of belonging.

## Our purpose

We exist to give hope and a sense of belonging to those who have experienced homelessness and poverty.

## Our mission

To empower people affected by homelessness and poverty to change their lives for the better whilst using our voice to achieve social change.

At Emmaus UK, we do this by providing help, support and coordination to our members and protecting the principles, objectives and identify of Emmaus within the UK.

Emmaus in the UK has a federal structure, which means that each community and group is an independent charity with its own staff team and board of trustees. Emmaus UK was set up to unify and support the federation, providing a central set of services that bring members together and support the movement's growth in the UK.

Anyone wishing to set up a new Emmaus group must go through a rigorous affiliation process, which includes developing a firm business plan and demonstrating the capacity to establish a social enterprise and community. New groups are supported throughout this process and mentored by a more established community and by Emmaus UK.

## Our values

- **Respect** — for others, ourselves, and our environment.
- **Sharing** — for resources, skills, challenges and successes.
- **Openness** — to ideas, challenges, and to other points of view.
- **Solidarity** — helping those in greatest need and opposing injustice.
- **Welcoming** — friendly, approachable and inclusive to all.



## Our Strategic Plan for 2022 – 2027

### We will help more people by

- Delivering a wider range of activities to address social exclusion.
- Creating more homes.
- Developing a range of employment and move on housing options.
- Maximising the use of every companion room.

### We will work smarter by

- Improving our processes and making better use of technology.
- Developing and growing our social enterprises.
- Actively seeking opportunities to improve our environmental impact.
- Investing in our people through training and development.

### We will shout louder by

- Helping people to better understand who we are and what we offer.
- Raising our profile within the sectors in which we operate.
- Campaigning and influencing to improve the lives of the people we support.
- Engaging more potential customers, supporters and companions.

### Working together better by

- Improving our governance systems to achieve better coordination.
- Developing effective methods for sharing learning and ideas.
- Creating stronger links with the international movement.
- Developing a contemporary and values driven culture.



“This plan has been developed by the federation of Emmaus charities in the UK to make sure we are in the best position possible to thrive in a post pandemic world.

“As a federation of independent charities, Emmaus has the benefit of a strong community connection and the collective strength that comes from being part of a national and international movement. Through this plan we want to make the most of this collective strength and increase the positive impact Emmaus has in the UK.”



Charlotte Talbott, Chief Executive of Emmaus UK





# Our movement

The first Emmaus in the UK opened in 1991. There are now more than 30 Emmaus communities and groups in the UK with more than 850 companions living in communities stretching from Glasgow to Dover and Norfolk to South Wales. No two Emmaus communities are the same – each has its own individual personality, providing a set of services that meet the needs of its local area.

Emmaus in the UK is now well established but we are also part of a much wider and diverse Emmaus International movement. There are currently more than 400 Emmaus groups spread across 41 different countries around the world.

Across the globe, all Emmaus groups have the same values whilst operating in very diverse social, economic and political contexts. All share the same goal; acting against the causes of poverty and being vehicles for social transformation through allowing the poorest to become actors in their own lives.

The roots and history of the Emmaus movement began in Paris in 1949 when the first Emmaus community was founded by Father Henri-Antoine Grouès, better known as Abbé Pierre. He was an MP, Catholic priest and former member of the French Resistance who fought to provide homes for those who lived on the streets of Paris.

After the first Emmaus community opened, many more were established across France. Abbé Pierre became an international figure and travelled the world spreading the word about Emmaus, leading to new communities being set up on four continents. Abbé Pierre continued to campaign until his death, in January 2007, aged 94.

Find out more about the roots of Emmaus and how the movement has grown to serve and campaign for people in need.

[emmaus-international.org/en/](http://emmaus-international.org/en/) 



# Role overview

## Regional Communications Officer

Our team of Regional Communications Officers support Emmaus communities to increase their profile and engage supporters. You will work closely with up to four Emmaus communities to identify their communications needs, plan and deliver work to help achieve their goals.

You will have excellent skills in communications, public relations and marketing with at least two years' experience working in a busy and varied communications role.

Although not essential, knowledge and understanding of homelessness and the charity sector would also be an advantage.

Within this role, you can be based at home or in an Emmaus community. Wherever you are based, maintaining positive relationships with a wide range of stakeholders is vitally important. The current patch for this role is Emmaus Brighton & Hove, Emmaus Greenwich and Emmaus Dover. Regular travel to these three communities will be required (usually one community visit per week). Travel to team meetings, usually held in Birmingham, and other locations will also be required on occasion.

If you're passionate about making a difference and seeing a long-lasting impact, then this is the perfect time for you to get involved with Emmaus.



# Job description

## Regional Communications Officer

<b>Location:</b>	Home based or local Emmaus community (South East)
<b>Reporting to:</b>	Regional Communications Manager

### Purpose of the role

Support Emmaus communities in the South East region of the UK with all aspects of external communications work, through an agreed service level agreement, in line with the Emmaus communications strategy. The current patch includes Emmaus Brighton & Hove, Emmaus Greenwich and Emmaus Dover.

### Principal responsibilities and duties

- Provide communications support that helps Emmaus communities to increase the profile of Emmaus locally and nationally
- Work with Emmaus communities to develop and deliver a program of communications projects and activities that help them to raise awareness of their work and increase revenue
- Develop promotional marketing materials and maintain websites and Google Ads accounts
- Provide support with social media, utilising a range of channels for each designated community
- Work with regional and national print and broadcast media, pitching interesting stories to gain coverage
- Gather and create engaging content, including case studies, images and videos from Emmaus communities to use to raise awareness of Emmaus's work locally and nationally
- Work with other Regional Communications Officers and colleagues in the wider Emmaus UK team to co-ordinate communications activity and share best practice
- Engage Emmaus companions in communications work and support them to share their stories where appropriate
- Build partnerships and relationships with local groups, partners and influencers
- Use analytics tools to report back on performance
- Work with the Emmaus UK National Communications Manager to ensure local communications work supports the delivery of the national communications strategy

# Person specification

## Regional Communications Officer

### Experience, skills and attributes - essential

- At least two years' experience in a public relations, communications or marketing role
- Proven experience of using various communications and marketing channels to enhance brand and profile
- Able to use social media, including scheduling and reporting tools, effectively and creatively
- Strong writing skills with experience of drafting and pitching press releases and writing for a range of different audiences
- Photography and videography experience
- IT skills including Microsoft, Canva or other design tools, Google Ads and analytics tools, email marketing platforms and website CMS systems
- Able to identify and manage own priorities and conflicting schedule demands
- Experience of building strong relationships and using these to influence people at all levels
- Experience of working as part of a team and autonomously
- Recognises, responds and adapts appropriately to change
- Has an understanding of, and belief in, equality
- Effective communication skills - including written, verbal and listening skills
- Enthusiastic with a 'can do' attitude
- Innovative - able to proactively identify opportunities
- Has the ability to interpret complex situations/problems and identify solutions which meet organisational needs
- Has an understanding and empathy in the work of Emmaus, and ability to uphold Emmaus's values
- Able to undertake regular travel and work occasional unsocial hours



# Person specification

## Regional Communications Officer

### **Experience, skills and attributes - desirable**

- Experience of working within a national body and/or federated charity
- Knowledge of services supporting people affected by homelessness or poverty
- Commitment to environmental sustainability and social development
- Experience of working effectively with a diverse range of people
- Experience of working with volunteers

# Terms of employment

## Regional Communications Officer

<b>Starting salary:</b>	£27,972 to £30,352 per annum pro rata
<b>Hours of work:</b>	4 days per week (30 hours), Monday to Friday
<b>Contract:</b>	Permanent
<b>Probation period:</b>	6 months
<b>Pension:</b>	Stakeholder pension with an employer contribution
<b>Holidays:</b>	25 days & bank holidays pro rata + 3 concessionary days leave
<b>Training and development:</b>	Individually tailored induction, ongoing training and development
<b>Volunteering:</b>	2 days allowance each year
<b>Employee Assistance:</b>	24/7 employee assistance scheme is available
<b>Flexible working:</b>	Options available, subject to the requirements of the role
<b>Life assurance:</b>	Death in service lump sum of 3 x salary





## Application process

To apply for this role, please complete our application form and equal opportunities monitoring form and email both to [jobs@emmaus.org.uk](mailto:jobs@emmaus.org.uk)

Please ensure you refer to the job description and person specification when completing your application form. CVs and posted applications will not be accepted.

**The closing date for applications is 10am on Monday 20 May 2024.**

Those shortlisted will be invited to an interview conducted via Microsoft Teams w/c Monday 27 May (excluding the bank holiday). If selected for interview, you will be asked to share examples of your past communications work, and to conduct a short pre prepared task based on information we provide. We will share themes for discussion at the interview in advance.

To arrange an informal discussion about the role, please email [jobs@emmaus.org.uk](mailto:jobs@emmaus.org.uk)

Emmaus UK provides equal opportunity for all job applicants and is committed to providing a work environment free of discrimination. We are dedicated to an inclusive culture, and we strive to create a workplace where teams of people with diverse backgrounds, characteristics, perspectives, ideas and experiences work together.

We welcome applications from all individuals irrespective of age, race, gender, sexual orientation, ethnicity, religion or belief, disability, marital status or parental responsibilities.

To ensure fairness and consistency in selecting the best candidate for our roles, all applications are anonymised until an interview has been confirmed so that shortlisting is based solely upon the suitability of the candidate's experience.