



ROLE

Communications and Stories Officer

REPORTING TO

Communications and Fundraising Manager

PURPOSE OF POSITION

As the Communications and Stories Officer, you will have a key role in raising the profile of our charity and championing the voices of those we are here to help. As part of the Fundraising and Communications Team, you will work closely with colleagues across the organisation, and collaborate on, develop and execute communications plans aligned with Your Place's strategies and long-term goals.

You will be responsible for using storytelling to engage supporters, raise awareness and drive fundraising efforts, ensuring that stories are told with integrity and empathy. Storytelling plays a key role in how we grow a warmer, more emotionally connected audience, and your role will help create the conditions that make sustainable fundraising possible, by ensuring people understand our work, recognise themselves in our values, and feel personally connected to the change they help to make.

By creating and curating engaging, multi-platform content, you will enhance our online presence, foster relationships with key stakeholders, and help to build our supporter base - ultimately supporting our goal to solve homelessness, one person at a time.

RESPONSIBILITIES & ACCOUNTABILITIES

Content and Storytelling

- Identify and create powerful stories from across the charity's work, leveraging key moments, calendar events and milestones to raise awareness and drive engagement with our charity's work.
- Develop and deliver against content planner that amplifies our mission and impact, crafting narratives that connect with a variety of audiences across various communications channels.
- Champion the voices of those accessing our services, supporting them to share their stories, perspectives and experiences through storytelling, in a way that conveys dignity, strength and hope.
- Maximise the impact of content by using a variety of formats (written, visual, video) for various communication channels including social media, website, email campaigns, press releases and marketing materials.

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- Collaborate with fundraising colleagues to ensure that content and campaigns align with fundraising objectives, driving supporter engagement and action.
- Build a reliable story bank that underpins fundraising and wider communications.
- Record, update and securely maintain consent for all stories, photos and videos, ensuring they meet our ethical, trauma-informed and resident-led storytelling standards.

Digital Marketing and Communications:

- Oversee the development and upkeep of our website, ensuring it provides engaging, relevant and up-to-date content that reflects our work and supports fundraising and donor engagement.
- Lead on social media activity to drive public engagement, growing our online presence, responding to interactions and fostering an online community of supporters.
- Produce compelling email marketing that deliver value our supporters, keeping them Informed about our impact and motivated to take action.
- Monitor, evaluate and report on effectiveness of digital communications, and implement improvements based on insights.

Brand and Public Relations:

- Act as a brand champion, ensuring consistent messaging and adherence to brand guidelines across all communications.
- Create high quality marketing materials (impact reports, leaflets, packs etc) that communicate our mission and impact and encourage support.
- Support communications for events, appeals and key moments, ensuring that plans and messaging raise our profile and strength fundraising.
- Manage relationships with the press and media – securing coverage, writing press releases, responding to enquiries and working with the Communications and Fundraising Manager on issues that need a sensitive response.
- Assist the Communications and Fundraising Manager in managing sensitive issues, using communications to protect and enhance our reputation.
- Collaborate with partners to co-create content and amplify the impact of shared initiatives.
- Identify and pursue opportunities for profile-raising, including awards, speaking roles, and expert discussions.

General:

- Support with planning and executing campaigns and events to support team objectives.
- Represent the charity positively when engaging with stakeholders, both internally and externally.
- Demonstrate a commitment to equity and diversity in all aspects of the work.
- Undertake additional duties as required, within the competence of the role.



PERSON SPECIFICATION

Ideal attributes for meeting the needs of the position and being an effective member of the wider Your Place team.

Experience

- Relevant experience in communications within the charity sector.
- Proven ability to create engaging, impactful content and use storytelling to raise awareness, drive engagement and inspire action.
- Experience in crafting tailored content for different audiences and platforms, including visual content (photography, videos, graphics) and marketing materials (leaflets, reports, newsletters etc).
- Experience managing social media platforms for organisational use, including developing content plans and engagement across multiple platforms.
- Proficiency in using content management systems (e.g. Word Press), and website analytic tools (i.e. Google Analytics) to optimise web content and improve user engagement.
- Experience using email marketing platforms, (e.g. Mailchimp) to create and send newsletters that engage and retain supporters.
- Ability to collect, create and share stories ethically, in collaboration with frontline teams.

Skills, Knowledge & Abilities

- Exceptional written and verbal communication skills, with a focus on persuasive, clear and engaging storytelling.
- Creative approach to communications and content creation, with a strong visual eye and understanding of how to tell stories through various formats and platforms (i.e. images and videos, long-form etc).
- Highly proactive with strong project management skills and the ability to manage multiple priorities whilst maintaining attention to detail.
- Ability to build strong working relationships to make story collection smooth and collaborative.
- High level of IT literacy, including familiarity with content management systems, social media platforms and design tools (e.g. Canva).
- Ability to grasp complex information, interpret and communicate key issues in a concise way that is clearly understood by relevant audiences
- An understanding of homelessness and related social challenges, with an empathetic approach to communicating the experiences and needs of people using our services.

Personal qualities

- A commitment to making a positive difference for people with lived experience of homelessness.
- Resilient, solution-oriented and adaptable in a fast-paced, evolving environment.
- Self-aware and committed to personal and professional growth.



- Committed to inclusion and creating a supportive, respectful environment with a diverse range of people and communities.

Desirable criteria

- Experience in using SEO tactics to increase online visibility and drive traffic to digital platforms
- Experience writing press releases and/or articles for a variety of media outlets
- Public speaking experience to represent the charity at events, in media etc.

Before starting this position, you'll need to undergo a criminal record check by the Disclosure and Barring Service. You must be entitled to work in the UK.

