



[www.sufra-nwlondon.org.uk](http://www.sufra-nwlondon.org.uk)

Registered Charity No. 1151911

## Communications Officer

Salary	£24,000 – £28,000 per annum pro rata
Hours:	4 days/week including occasional evenings and weekends Flexible working available
Contract:	1 year
Annual Leave:	4 weeks pro rata + statutory holidays
Responsible to:	Fundraising Manager
Location:	Stonebridge, London Borough of Brent

## About Sufra NW London

Sufra NW London is a Community Hub that provides a lifeline to people in crisis – including families living in extreme poverty and people who are vulnerable, homeless or socially isolated. We provide them with the food and support they need to survive, empower them to learn new skills and improve their wellbeing, and help them to find work and become financially stable.

Our core work focuses on providing emergency food aid through our Food Bank and Community Kitchen, but these are gateway services that enable our service users (we call them guests) to access a wider range of services and activities designed to address the root causes of poverty and homelessness. Our services include:

- **Food Bank:** Last year, we provided emergency food aid to around 3,000 people who cannot afford the basic cost of living. Access is strictly by referral from one of our 60 registered local referral agencies and access is typically limited to four food parcels a year.
- **Community Kitchen:** We serve a freshly cooked three-course vegetarian meal every Friday evening. Referrals are not required; the service is open to the community. Last year we served over 2,000 meals, mainly to people who are homeless, socially isolated, food bank users or those in debt or claiming benefits.

- **Welfare Advice Service:** Our Advice Worker helps people address the underlying problems that led them to our Food Bank – such as benefit disruptions, housing problems and other financial difficulties. The support we provide is ongoing and tailored to the needs of the individual – no matter how long it takes.
- **Food Academy:** An AQA accredited 6-week cookery course that teaches young people about nutrition and healthy eating as well as food preparation and kitchen skills. The course is designed to increase community cohesion, reduce social isolation and improve the health and wellbeing of the families we support.
- **Refugee Support:** Our Refugee Resettlement Programme helps newly arrived refugees and asylum seekers access the housing, healthcare, training and jobs they need to build a new life in the community. We offer cultural trips, access to ESOL classes, support groups, orientation classes and events to improve integration and independence.
- **Employment Training:** We regularly run programmes designed to empower the long-term unemployed to find work by gaining professional skills and experience. Our accredited courses also help with CV writing, work experience and finding work.
- **St. Raphael's Edible Garden:** We've worked with local residents to turn an abandoned space on the estate into a Community Garden, where we offer horticulture courses and volunteering opportunities for local residents and people with additional mental/physical health needs. The space includes a teaching tipi, a wildlife pond, a chicken coop (with 20 egg-laying hens), an orchard and an abundance of raised beds for growing vegetables and fruit.

Each of these services is designed to lead vulnerable people on a personal journey from crisis to economic stability, social inclusion and active participation in the community. We rely heavily on our dedicated volunteers to ensure that we can deliver our services, and we work closely with faith groups, schools and voluntary sector organisations who provide a wide range of additional support.

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# Role Description

We are recruiting a Communications Officer to develop and implement the charity's communications strategy and support the Fundraising Manager. The post will work closely with senior staff to manage internal and external communications and marketing campaigns to raise the profile of the charity, engage new audiences and existing stakeholders, and generate income.

We are seeking a highly articulate and proactive individual with a flair for communications and 3 years' experience in a similar communications role. The candidate will have excellent writing skills, be a confident communicator and an organised self-starter. You will have demonstrable experience of managing a diverse workload and being able to prioritise tasks and work under pressure. Graphic design skills would be desirable but not essential.

This is an immensely rewarding role working in a dynamic charity built on an ethos of sharing, hospitality and inclusivity. We are looking for an exceptionally committed individual who is willing to go the extra mile and has flexibility to work during evenings and weekends when necessary. Through your activities, you will be able to convey the charity's passion and commitment to supporting vulnerable people and demonstrate the impact of our interventions in transforming the lives of beneficiaries.

Flexible working hours/days are available to fit around childcare or other needs, including some home working.

To apply for this role, please submit the following by email to [admin@sufra-nwlondon.org.uk](mailto:admin@sufra-nwlondon.org.uk):

1. A CV and a short Covering Letter that is no more than 2 pages long.
2. A completed Equal Opportunities Form, which can [be downloaded here](#).

Shortlisted applicants will be asked to submit the following;

1. A completed Work Task, which includes the following piece of work:  
Produce a Communications Plan to launch and drive a Winter Emergency Appeal for the charity. Please include a Press Release and a graphic design we could use on our website/social media pages. *Note: The Work Task is not designed to test your understanding of the charity; it is to assess your writing, strategic and graphic design skills (graphic design skills are not essential for the role).*

**DEADLINE FOR APPLICATIONS: Wednesday 23rd September 2020**

# Main Duties & Responsibilities

*Develop an effective and creative communications strategy, aligned to the wider objectives of Sufra NW London. Implement these using a wide variety of channels, and track and report on the campaign performance.*

## Strategy

- Work with Senior Staff to develop a holistic communications strategy that pertains to the large variety of stakeholders we work with – from staff and volunteers to donors and local businesses.
- Take responsibility for implementing the strategy and increasing stakeholder engagement.
- Drive brand development and recognition.

## Marketing & Fundraising

- Support the Fundraising Manager in developing/implementing campaigns and fundraising appeals as well as managing donor relationships.
- Create a range of fundraising packs for donors and supporters.
- Analyse stakeholder and subscriber data sets to segment audiences as needed.
- Manage all marketing materials to promote all the charity's services, activities and projects.

## Digital & Social Media

- Increase the number of subscribers to the charity's mailing list and social media followers.
- Regularly update the charity's website with relevant content.
- Prepare and manage regular output on social media channels.
- Write blogs, newsletters and other content as required.
- Manage the email marketing system.
- Upload videos to YouTube and create infographics.
- Analyse performance data and report on channel effectiveness.

## PR & Communications

- Draft press releases and engage media in promoting the charity.
- Track and report on media coverage.
- Effectively write, edit and proofread copy for different audiences.
- Maintain exceptional editorial standards across all communications.
- Update style guide and maintain standardised text and language for use across the charity.

## Other

- Provide outreach support across the charity.
- Undertake any other reasonable duties to support the operations of the charity.

# Person Specification

Competency	Specification	Essential	Desirable
<b>Education</b>	Degree in any discipline	✓	
	GCSEs in English & Mathematics at A*-C	✓	
	Marketing/communication qualification		✓
<b>Experience</b>	Project and event management	✓	
	Developing social media content	✓	
	Fundraising		✓
	Building donor/community relationships	✓	
	General administration	✓	
	Graphic design		✓
	Data Analysis	✓	
	<b>Skills &amp; Abilities</b>	Excellent written and oral communication skills	✓
	Ability to work with others professionally	✓	
	Advanced IT Skills (Microsoft Office)	✓	
	Graphic and web-design skills		✓
<b>Attitude</b>	Honest and trustworthy	✓	
	Positive, friendly and hard-working	✓	
	Willingness to engage in further training	✓	
	Commitment to the values of Sufra NW London	✓	