



INFORMATION FOR APPLICANTS

Communications and Marketing Officer

The Opportunity:

We are seeking a highly skilled and self-motivated Communications and Marketing professional to join our team at The Winch, on a part-time basis. This role is crucial in raising the visibility of our organisation, enhancing our brand presence, and supporting our fundraising efforts. As a Communications Specialist, you will have the unique opportunity to make a significant impact on the lives of children and young people in our community.

This is a dynamic, forward looking role and will suit an organised and creative individual seeking to hone their skills and experience in the marketing & communications arena. The ideal candidate will be a proven communicator, with good IT/ digital/social media skills and demonstrate an ability to write and communicate with a range of differing target audiences.

About You:

You will be a talented storyteller, with journalistic instincts and creative flair to contribute substantially to our communication and marketing activities. You will be adept at developing and creating external and internal communications and publications and be a passionate brand champion who can ensure messaging is targeted, impactful and strategically aligned.

You will have a proactive approach and real enthusiasm for creating marketing/communication initiatives from ideas and concepts, and the determination to meet deadlines in a busy and dynamic environment. A natural multi-tasker you will have outstanding communication skills and meticulous attention to detail.

You are calm and patient when dealing with a range of internal and external stakeholders at all levels. You can demonstrate sensitivity and possess the ability to manage effectively the

organisational tensions that sometimes develop between all stakeholders involved in the organisation and delivery of its work. You are Team Player who works collaboratively and flexibly to achieve outcomes and is keen to add value to the organisation's culture and ethos.

You will be committed to advancing our ambitions and strengthening the culture and framework for good communications and brand exposure. You will report to the Head of Partnerships and play a key role in shaping and delivering our communications & fundraising strategy.

About The Winch.

Founded in 1972, when local residents repurposed a dilapidated pub for the benefit of the community, The Winch's vision is to transform the life chances of children growing up in north Camden, London. We achieve this by building a cradle to community ecosystem of support; drawing together relationships, opportunities and services around children, young people and their families.

The Winch has developed an innovative, evidence-informed model that is effective in supporting children, young people and families facing multiple disadvantages in our community. It works by putting their voices, experiences and aspirations at the heart of our work and doing whatever it takes - over the long term - to help ensure they can succeed.

We work collaboratively with partners to reduce fragmentation and stigma in how services are designed and accessed, and to encourage local cooperation. Our model drives the way we tackle poverty, exclusion and injustice, by 'building a village around the child'.

We're committed to the following values:

- Act with integrity
- Be ready for anything
- Go the extra mile
- Show compassion ● Take the initiative
- Work collaboratively

We believe:

- Every child deserves to flourish.
- Every child has the potential, meaning the capabilities and the strengths, to succeed.
- More can be done to transform the life chances of children growing up in poverty.
- There is no shortage of expertise and goodwill to support children and young people but what is needed is to get everyone together to support each individual.

- To transform life chances we must engage both the child and their ecology, that is the systems and interactions, which affect their development and opportunities.
- Community is central to children’s wellbeing: it takes a village to raise a child

JOB DESCRIPTION:

Job Title	Communications and Marketing Officer
Salary	£32 -36K per annum (pro rata) based on experience.
Hours	Up to 24 hours (3 days) per week. Some flexible working offered.
Contract	Permanent
Accountable to	Head of partnerships
Start date	Available for immediate start
Location	Based at 21, Winchester Road, Camden, London, NW3 3NR

In this role you will be bringing The Winch to life for internal and external stakeholders by creating compelling stories and multimedia content for online and offline channels. You will sit at the heart of all our work, allowing us to reach current and new users, communicate our offer of services to the local community and sector, and demonstrate our impact to our funders and other stakeholders.

Main duties

- Develop and implement a comprehensive communications strategy aligned with The Winch's mission, values, and branding guidelines.
- Create compelling and visually appealing content using tools like Canva and Adobe software for various channels, including donor materials, case for support, impact reports, website content, social media posts, and newsletters.
- Collaborate with the fundraising team to support their efforts by providing well-crafted communication materials that effectively convey our work and impact across the organisation.
- Use existing branding information, tone of voice, and strategy to ensure consistency across all communications.
- Manage and update the organisation's website using CMS platforms and design principles to maintain a current, visually appealing, and user-friendly online presence.
- Utilise email marketing platforms like Mail chimp to design and send engaging newsletters and campaigns to our supporters.
- Monitor and analyse communication metrics using relevant tools to measure the effectiveness of campaigns and initiatives.

- Collaborate with internal stakeholders, such as program managers and senior leadership, to gather information and stories for use in communications.
- Stay up-to-date with industry trends, best practices, and emerging technologies in communications and marketing to continuously enhance our approach.

General Duties

- Attend and participate in individual, staff, trustee and team meetings, supervision, and appraisals, as required.
- Work collaboratively with all departments across the Winch.
- Always exhibit The Winch’s values and positive behaviours.
- Demonstrate commitment to, and take responsibility for, safeguarding children, young people and adults at risk, in the context of your role.
- Take responsibility for your professional development and learning.
- Adhere to and help develop the policies, guidelines and processes of the Winch
- Make a significant contribution to The Winch’s strategy, ethos and development.
- Demonstrate and model commitment to the principles of justice, equality, diversity and inclusion.
- Act as an ambassador for and champion of the Winch.

Important Note:

The Winch is committed to keeping children, young people and vulnerable adults safe from harm. The successful candidate will be subject to Enhanced DBS checks and be required to undertake safeguarding training

The Winch is committed to the principle of equal opportunity in employment and its employment policies for recruitment are designed to ensure that no job applicant or employee receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment.

Person Specification

Essential	Desirable
2 years proven experience in communications, preferably within a small charity or non-profit organization.	A relevant professional qualification in PR, Communications, Journalism, Marketing or related field.
Strong writing and editing skills, with the ability to adapt content for different audiences and platforms.	Experience of working in the charity or education sector.

Proficiency in using tools like Canva, Adobe Creative Suite (such as Photoshop, Illustrator, InDesign), and Mail chimp for content creation and distribution.	Digital, wordpress websites and social media, photography and graphic design skills.
Ability to work independently and deliver high-quality work within the allocated part-time hours.	Experience of working in a small team
Excellent organizational and project management skills, with the ability to multitask and meet deadlines.	Familiarity with fundraising database/customer relationship management system
Strong interpersonal skills and the ability to work collaboratively with cross-functional teams.	Experience of video editing using Adobe Pro or similar software.
Can-do attitude, problem-solver with a hands-on, make-a-difference mind-set	An ability to analyse data.
Passion for the mission and values of The Winch, and a genuine interest in making a positive impact in the lives of children and young people.	

HOW TO APPLY:

To apply for this position, please send us a comprehensive CV (Max 3 pages, A4) and a supporting statement (Max 2 page A4, Font Size 12).

You should give the names, positions, organisations and telephone contact numbers of two referees, one of whom should be your current/most recent employer. References will only be taken once your express permission has been granted. In addition, an enhanced DBS check is required for all employees at the Winch.

We would also be grateful if you could let us know if you will require any special provision as a result of any disability should you be called for an interview. Finally, please ensure that you have included mobile, work and home telephone numbers.

Deadline and Timetable:

Closing date for submission of applications: **Rolling applications until the role is filled.**

Interviews will take place: **As soon as an application is shortlisted**

Please send applications to **jobs@thewinch.org**