##

**Communications and Marketing Manager- Recruitment pack**

**Job Description and Person Specification**

|  |  |
| --- | --- |
| **JOB TITLE:** | Communications and Marketing Manager |
| **WORK STATUS:** |  *Part time*: 4 days/30 hours per week |
| **LOCATION:** | 999 Club, 21 Deptford Broadway, London, SE8 4PA*It is expected that this role will be based on site a minimum of 2 days per week.**This will generally be within ‘core office’ working hours (e.g. 9-5 or 10-6) but will occasionally involve attendance at events during weekends or evenings.*  |
| **CONTRACT TYPE:** | Permanent  |
| **SALARY**  |  Salary is £37,000 full-time equivalent.Actual salary for 4 days per week £29,600.  |
| **BENEFITS & PENSION** | • 27 days annual leave increasing each year to a maximum of 30 days• Occupational sick pay - 10 days per year full pay.• 3% employers’ pension contribution on qualifying earnings • Employee Assistance Programme. • Cycle to work scheme. |
| **REPORTS TO:** | Head of Fundraising and Communications  |

|  |
| --- |
|  **WHO WE ARE**  |
| The 999 Club is a small charity doing big things with local people facing homelessness. For over 30 years we’ve been in the heart of Deptford providing warm welcomes and wraparound services ensuring those who need us are given the best chance of leaving homelessness behind for good. Our Gateway Drop-In Centre offers a warm welcomes, nutritious meals, laundry and medical facilities, showers, IT access, phone charging facilities, a safe space to rest and a dedicated Women’s Sanctury. When our members feel ready, our team of expert staff are on hand to support them into suitable accommodation where possible, secure income via paid work or benefits, and provide immigration signposting for those who need it. Once housed, our Move+ programme continues to work with members to ensure they settle into new accommodation with the knowledge, skills, community and hope required to thrive in their new life. We also run The Bridge, a free six-week evening mental health course open to anyone in the community experiencing mental distress. The programme provides a practical toolkit to support long-term mental wellbeing.  |

|  |
| --- |
| **JOB OVERVIEW AND OBJECTIVES** |
| This newly created role will play a vital role in advancing 999 Club’s ambitious plans to enhance its status, reputation, and support among both existing and wider audiences. At this pivotal moment in the charity’s history, the postholder will work closely with the Head of Fundraising and Communications and the Members’ Committee to co-develop and implement a bold new communications and marketing strategy.Building on last year’s extensive rebrand, this role will ensure that the voices of those with lived experience remain central to the organisation’s messaging and identity. A key focus will be strengthening internal and external communication, uniting our diverse membership—which includes staff, clients, volunteers, trustees, and supporters—while also reaching new audiences through social media, direct marketing, PR, and media outreach.A major priority will be the relaunch and expansion of the 999 Club’s Membership Scheme and Patrons Programme, designed to deepen awareness and support for 999 Club across Southeast London and beyond. Underpinning these efforts, the postholder will manage the Donorfy CRM database and ensure the ongoing maintenance and development of our WordPress website. |

|  |
| --- |
| **KEY RESPONSIBILITIES AND DUTIES**  |
| * Manage 999 Club’s social media across all major platforms, creating engaging content that amplifies member voices and resonates with wider audiences.
* Identify and sensitively share compelling stories that inspire support, avoid clichés and reinforce 999 Club’s themes of positivity, progress, and hope.
* Produce dynamic newsletter content that strengthens reader engagement and drives action.
* Work with the Head of Fundraising and Communications to eensure that all design and communications align with 999 Club’s brand style, visual identity, and tone of voice.
* Handle press enquiries and proactively promote 999 Club’s work across media channels.
* Establish a Patrons Programme that reflects 999 Club’s our unique and diverse character and supports strategic growth.
* Launch and develop the Membership Scheme, securing partnerships with local businesses in Lewisham and Greenwich to boost visibility and support.
* Maintain and manage the Donorfy database, ensuring accurate donor records, reporting, and updates.
* Produce regular reports, data and analytics on social media and website activity to inform strategy.
* Identify opportunities for promotion and outreach, and represent 999 Club at events, festivals, and meetings.
* Maintain and update the WordPress website, applying best practices in SEO and accessibility.
* Support colleagues with research, case studies, consultations, and other initiatives.
* Stay at the forefront of digital trends by networking, researching, and attending CPD and training.
* Engage with the wider sector on regional and national campaigns.
 |

|  |
| --- |
| **PERSON SPECIFICATION** |
| **Qualifications***Desirable:** Evidence of Continuing Professional Development e.g. courses, training, other or qualifications*.*
* Educated to degree level (or equivalent), preferably in design, marketing or a related field and/or a profession.

**Experience and knowledge***Essential:** Proven expertise in communications, marketing, and brand development.
* Strong customer service and public relations skills.
* High confidence with IT systems and a willingness to learn new platforms.
* Experience maintaining a CRM database.
* Experience in website design, management, and upkeep.
* Hands-on experience managing social media for an organisation, charity, or company.
* Ability to create high-quality, branded designs using Adobe and Canva.

*Desirable:** Experience working in a community organisation or charity.
* Knowledge of best practices related to homelessness.
* Experience writing press releases and building relationships with media contacts.
* Experience developing and/or managing Membership or Patron schemes.
* Experience working with legacy media.
* Knowledge of digital innovation and online fundraising.

**Skills and personal characteristics** * An ability to be dynamic and to think creatively and strategically.
* A solutions-focused mindset with a proactive approach to problem-solving.
* Excellent time management and prioritisation skills, with the ability to work both independently and collaboratively.
* A commitment to lifelong learning and your own Continuing Professional Development.
* A growth mindset: a willingness to challenge, be challenged and accept new ideas and ways of working.
* Excellent written and verbal communication skills.
* Strong storytelling ability, with sensitivity to ethical considerations and a deep respect for 999 Club’s themes of positivity and hope.
* Adept at building relationships with colleagues, service-users (members) and partner organisations.
* A people-centred, compassionate, and non-judgemental approach.
* A belief and enthusiasm for 999 Club’s mission.
* A deep understanding of and commitment to Equity, Diversity and Inclusion and Social Justice.

**Expectations for all 999 Club staff*** Adhere to 999 Club’s policies and procedures at all times.
* Demonstrate and uphold the values of 999 Club in all interactions.
* Foster a positive, trauma-informed culture by modeling pro-social behavior, challenging discrimination, and promoting respect among colleagues and clients.
* Actively participate in briefings and team meetings, contributing ideas and solutions to support the wider team.
* Take initiative to address tasks or issues as they arise, including providing cover for colleagues and handling additional duties as needed.
 |

**Safeguarding**

*This post is subject to…*

* An basic Disclosure and Barring Service (DBS) check.
* Two satisfactory references.
* 999 Club is committed to safeguarding and promoting the welfare of vulnerable adults and expects all staff to share and demonstrate this commitment.

This role is exempt from the Rehabilitation of Offenders Act.

**How to apply**

Please send a CV and cover letter outlining your suitability for the role to Head of Fundraising and Communications Ben Latham Ben@999Club.org by 02 May 2025.

**Equalities statement**

At 999 Club, diversity and inclusion are at the heart of everything we do. We celebrate and value individual differences and are committed to creating a workplace where everyone feels respected and empowered.

We particularly welcome team members with lived experience relevant to our work, as we believe this enriches our understanding and impact.

We encourage applicants with disabilities to let us know about any adjustments they may need during the application and interview process. We are committed to ensuring a fair and accessible recruitment experience.

We are committed to maintaining an inclusive, accessible, and equitable workplace where everyone can thrive.