



## Job Description

**Job Title:** Marketing & Communications Officer (part-time)

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**Responsible to:** Sanctuary Hosting Service Manager

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**Salary:** Temporary fixed term contract, £21,000 per annum gross (pro rata). Hours will be negotiated with the successful candidate, up to 16 per week.

We would also consider someone preferring to work on a freelance self-employed basis

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**Duration:** Six months, to start as soon as possible. The post may be extended, subject to funding.

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**Location:** The work can largely be done from home if preferred but some office-based working, at our Oxford office, will be required as well as some attendance at external events and meetings with contacts in the community.

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### Context

Sanctuary Hosting was initiated in March 2015 by Oxford City of Sanctuary in order to contribute one solution to the problem of homeless sanctuary seekers on our streets. The project matches destitute asylum seekers, refugees and vulnerable migrants to people with spare rooms and open hearts in the community, who are prepared to have someone to stay with them rent free for a pre-defined period of time.

Sanctuary Hosting is a registered UK charity managed by a board of trustees (the Management Committee). There are two staff members, both part-time, and many volunteers who enable the charity to carry out its work.

Since its inception the scheme has been successful in helping almost 80 people who were homeless to find accommodation and in providing well over 14,000 nights of accommodation to people who would otherwise have been homeless.

Following a successful bid to the Big Lottery in partnership with the British Red Cross and Citizens Advice Reading, Sanctuary Hosting now works across the three counties of Oxfordshire, Buckinghamshire and Berkshire.

### Overall Purpose of the Post

To raise awareness of Sanctuary Hosting's activities and help to expand Sanctuary Hosting's base of regular donors.

We are looking at ways of securing Sanctuary Hosting's service into the future through an expansion of our links with community, faith and voluntary groups across the three counties, and by building on the existing group of supporters who donate by regular standing order. The charity started as a community response to homelessness, with much of the work still carried out by volunteers, and funding from within the community reflects this ongoing ethos.

The postholder will be expected to use a variety of approaches to achieve these aims.

## Main Duties and Responsibilities

- Undertake, or support staff, trustees and volunteers to undertake, activities that will raise Sanctuary Hosting’s profile across the area we work in, including raising awareness among community, faith and volunteer groups, public bodies and private businesses across the Thames Valley and media relations
- Raise the charity’s social media profile, manage our social media presence and use social media as a fundraising and awareness raising tool
- Identify and set up opportunities for Sanctuary Hosting staff and volunteers to give talks to groups of potential donors and media interviews
- Produce and distribute publicity and fundraising materials
- Identify events that Sanctuary Hosting could run or participate in to raise awareness and generate donations
- Undertake administration related to organising talks, participation in events etc, including keeping full and accurate records

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## Person specification

**E = Essential criteria**

**D = Desirable criteria**

<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of copy-writing and producing promotional material E</li> <li>• Confident user of social media E</li> <li>• Experience of fundraising from individual donors and/or crowdfunding D</li> <li>• Experience in an administrative role including record keeping E</li> </ul>
<b>Knowledge/Technical skills</b>	<ul style="list-style-type: none"> <li>• Excellent IT skills including spreadsheets, databases, presentations E</li> <li>• Excellent practical knowledge of social media – Facebook, Twitter, Instagram etc. E</li> <li>• A general understanding of the situation of asylum seekers, refugees and vulnerable migrants in the UK or willingness to learn E</li> </ul>
<b>Competencies</b>	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills E</li> <li>• Well organised, able to manage own time and workload, and prioritise effectively E</li> <li>• Ability to write clearly and accurately E</li> <li>• Confident in approaching new contacts and establishing new working relationships E</li> <li>• Ability to work flexibly as part of a team E</li> <li>• Ability to communicate with people of diverse cultures E</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• An understanding of equal opportunities and anti-discriminatory practices, and the need to promote diversity E</li> <li>• Ability to uphold confidentiality in all aspects of work with service users, volunteers and colleagues E</li> <li>• Empathy for the situation of sanctuary seekers E</li> </ul>