



Job Description: Communications Manager

The organisation:

Stripey Stork is a registered charity (1161613) who transform the lives of families in need through the simple act of recycling. We collect new and pre-loved items for babies and children - equipment, clothes, furniture, and toys - and distribute them to disadvantaged families across Surrey and surrounding areas. The families Stripey Stork help are facing a range of challenges including homelessness, unemployment, low wages/high living costs, and domestic violence.

Stripey Stork believe that every child deserves the **same start** and that by sharing the items our families have outgrown we can support a circular economy in a focused and meaningful way.

Our vision is that **every child in Surrey** has access to the essential things they need to develop and meet their potential.

Our mission is to **alleviate the impacts of childhood poverty** by providing a practical way for families to help each other with kindness and purpose.

Meet us here: <https://vimeo.com/491994999>

Access our annual reports here: <https://stripeystork.org.uk/annual-reports/>

Our 2021-2024 focus:

Stripey Stork will target areas of high social need across Surrey, enabled by availability at the right time, and the best possible service.

- Childhood poverty and deprivation is significant in many areas of Surrey.
- Key stakeholders are targeting the impact of deprivation on the early years, and we can align with their strategies.
- We can increase the utilisation of our warehouse by expanding and flexing volunteer and working hours.
- We can deliver the best possible service through changes in our organisation, process and systems, operating model, and product offering.

Overview of the Role:

The Communications Manager has a focus on building the market position and brand of the charity to a variety of audiences to enable it to fulfil its objectives and aims.

Key responsibilities of the role:

- Develop and implement a consistent social media and communications plan for the charity.
- Coordinate all streams communications activity for the charity across multiple channels (Wordpress website, Mailchimp, Facebook, Twitter, LinkedIn, Instagram etc) with the management of a scheduling tool.
- Support campaign activity for Stripey Stork – Mum2Mum, Stripes4Stripey, Run Reigate and Santa Stork etc.
- Liaise with the Stripey Stork designer and ensure that all communications adhere to the brand standards.
- Liaise with the Stripey Stork team to develop and issue a monthly newsletter to the supporter mail list and the referral source mail list.
- Schedule a series of blog posts to support the charity aims and attract support and awareness for the work we do.
- Maintain and develop the Stripey Stork website and include more video across all channels.
- Obtain case studies from referral sources with a focus on demonstrating the impact of the charity.
- Support the ethos of 'gratitude' in all the communications activity – respect and thanks for all those who volunteer, refer, donate and support the charity.

Key attributes required for the role:

- A knowledge of Stripey Stork and support for our cause.
- Excellent project management and scheduling skills.
- Excellent communication and interpersonal skills and a fluent writing style.
- Comfortable working with Wordpress, Mailchimp (or similar), Smarter Queue (or similar), Canva, Facebook, Twitter, Instagram, YouTube and MS Office.
- Ability to deal with sensitive information about the families we help and reflect the work we do in case studies and social media posts without compromising family anonymity.
- Ability to analyse impact of communications activities.
- Able to represent Stripey Stork in a friendly and professional manner.
- Confident in liaising with corporate supporters, volunteers and other key contacts.
- Confident in dealing with a wide range of enquiries in a timely manner.
- Previous experience of managing communications for a third party.

Hours of work:

20 hours per week.

Salary:

We are offering an FTE salary for the role of £25,000 pro-rated to 20 hours a week (based on working week of 35 hours).

Two options can be considered for the contract (both at 20 hours per week):

- To take the role 42 weeks per year on a working week structure that is aligned to term time (holiday time usually allocated as three weeks over summer, two weeks at Christmas, two weeks at Easter and one week each for Autumn, Spring and Summer half term). Annual statutory holiday entitlement will be payable in addition.
- To take the role on a standard annual basis with 28 days holiday, inclusive of bank holidays (these will be pro-rated to reflect your working hours).

The option to take the role on a contract basis is also available and hourly rate would be agreed separately in that instance.

Role reports to:

Partnerships Manager

Location:

The role is based at 51a Albert Road North, Reigate, RH2 9EL but can also be largely homebased.

There will also be the need for occasional meetings with stakeholders across the Surrey area.

Application process:

To apply, we would like you submit a CV and covering letter by 12pm on Monday 20th September to recruitment@stripeystork.org.uk

The covering letter should cover the following topics:

- What skills and experience would you highlight that are relevant to our work at Stripey Stork?
- What do you think our biggest opportunity is in improving the profile of Stripey Stork using our communications channels?
- What motivates you about the work we do at Stripey Stork?

We will be looking for real evidence of the difference you have made in relation to the questions we have asked - it is your chance to show us what you would bring to this role.

Please also include details of your availability and any notice period that will apply. Interviews will be in person at our warehouse in Reigate. The option of a virtual meeting via Zoom will also be available.

If you would like to arrange a tour of the warehouse in advance of an interview, please contact Nicola Dawes on nicola@stripeystork.org.uk to arrange this in line with our Covid-safe policies.