

RECRUITMENT PACK

MARKETING EXECUTIVE - BATH

CANDIDATE PACK

Thank you for your interest in working for Julian House. We are a growing organisation providing life-changing services to people facing acute challenges in their lives.

This pack contains the following information:

- About Julian House
- Our Vision and Values
- Job Description and Person Specification
- Guidance on Completing the Application Form
- Benefits
- Terms and Conditions

Julian House is an Equal Opportunities employer and welcomes applications from all sections of society. This includes applications from those with personal experience of homelessness or other forms of social exclusion.

I hope you find this pack helpful and consider making an application.

If you decide to apply, we look forward to discussing the part you can play in Julian House's future.

Contact Details

Should you have any questions about this position or would like additional information, please do not hesitate to contact the HR team - HR@julianhouse.org.uk

(Strictly no agencies please)

ABOUT JULIAN HOUSE

Julian House is a growing organisation - providing life-changing services to people facing acute challenges in their lives.

We are a charity and registered provider with the Homes and Communities Agency. We were originally established in 1987 after a homeless man died on the streets of Bath. Spurred by this tragic incident, our founders decided that something needed to be done to help the homeless.

Our roots as an organisation are therefore in meeting the needs of street homeless people. In the early days this was limited to offering essential food and shelter. Over time we have developed many new projects which not only address the symptoms of homelessness, but also tackle the underlying complex causes: including offending; substance misuse; domestic abuse; mental health needs; physical health needs and unemployment.

Today we provide service users with multiple and complex needs with accommodation, person-centre support, skills training, employment support and work-experience opportunities to improve their life choices and chances. We aim to empower our service users to regain control over their lives, to develop their skills, resilience and independence and rebuild a future for themselves and their families after homelessness, prison, addiction, domestic abuse, and long-term unemployment. We work across South West England. We remain focussed on those in our communities who are the most excluded. Our main activities are the provision of:

- Specialist housing support services, providing safe and supportive accommodation and outreach for rough sleepers, offenders and ex-offenders, people with substance misuse needs, men, women and children with experience of domestic abuse, refugee families, and single homeless people with a range of complex needs.
- Social enterprise projects providing structured training, accredited qualifications, work experience and employment support for a range of socially excluded people.

Julian House is a voluntary organisation at its core and there are more than two active volunteers for every employed member of staff.

For more information

Visit our website www.julianhouse.org.uk

OUR VISION AND VALUES

We value the individual.

We are collaborative.

We are creative.

We strive to:

- Hold Service Users central to everything we do.
- Pursue effectiveness, efficiency and financial stability.
- Value all those who work and volunteer within the organisation.
- Build productive relationships and collaborations with local councils, agencies, and other charities in the sector.
- Embrace and lead change and development.
- Strive for fairness and equality.
- Act responsibly towards the environment.

VISION

Our Vision is:

- A just society where socially excluded people are supported and empowered to build sustainable, independent lives.

JOB DESCRIPTION

Job Title: Marketing Executive

Responsible to: Fundraising & PR Director

Purpose of the Post: To market Julian House through a range of media internally and externally

Key Responsibilities

- Management of websites and social media accounts for Julian House, See Change and Julian House Trading
- Ensuring that all publicly available information is accurate and up to date, in particular website content and links
- Contributing to the development of effective marketing and communications strategy
- Production of marketing material, including printed media
- Liaison with external agencies and JH managers to produce branded materials, signage etc is within brand guidelines
- Contribute towards the design and management of appropriate systems to capture supporter/customer interaction data.
- Supporting campaigns as required to generate new supporters/custom, grow existing customers and to raise awareness of the work of the organisation
- Production of regular internal and external communications e.g. newsletters, Chief Exec's internal bulletin
- Production of reports for internal and external publication
- Contribute to funding applications and funders' reports
- Undertaking appropriate administration, to ensure the effective functioning of the wider team
- Carry out, commensurate with the job level and role, any other duties necessary to achieve the smooth running of the organisation and undertake other organisational duties, which are broadly in line with the above key responsibilities

Team Work

- Attend and participate in regular supervision session, team and staff meetings.
- Attend appropriate training courses and participate in skill sharing sessions within the team.
- Liaise effectively and appropriately with other Julian House staff, and where necessary with other agencies.

Health & Safety

- Ensure own safety, and the safety of those around. Comply with duties under the Health and Safety legislation.

General

- Work in accordance with Julian House's equal opportunities policy and with all its other policies.

PERSON SPECIFICATION

Skills/Qualifications	
Degree level education	Essential
Member of IOM or currently taking qualifications for same	Desirable
Ability to write persuasive copy which is both succinct and powerful - with good eye for detail. Capable of hitting tight deadlines when necessary	Essential
Good IT skills	Essential
Ability to research effectively and creatively; sometimes in the absence of 'off the shelf' source material	Essential
Disciplined organiser	Essential
Persuasive communicator (external and internal audiences)	Essential
Self-motivated and focused but at the same time a team player	Essential
Good interpersonal skills	Essential
Familiar with website platforms and their maintenance, particularly Wordpress search engine optimisation	Essential
Utilising social media effectively for business objectives	Essential
Video editing	Desirable
Experience	
Some experience of fundraising and or sales/marketing	Desirable
Dealing with diverse individuals, groups and organisations	Desirable
Presentations to same	Desirable
Personal Qualities	
High level of integrity and discretion	Essential
Values	
Empathy and understanding of the needs of Julian House service users	Essential
Commitment to equality of opportunity	Essential
Other	
Current driving licence and access to a vehicle which can be used for business purposes	Desirable

GUIDANCE NOTES ON COMPLETING YOUR APPLICATION FORM

Please read these notes carefully. They have been written to help you make the best of your application. The decision to shortlist you for interview will be based solely on the information you provide on the application form and supporting statement. Please do not send us your CV or any additional information.

The supporting statement should address how your experience and skills equip you to fulfil each element of person specification.

EXPLANATION OF TERMS USED

- Job description - Gives details of the duties of the post. Use this as a guide to decide whether or not you think the job would suit you.
- Person specification - Lists the criteria, which will be used to assess your application & covers the qualifications, specialist knowledge and experience that we are looking for.

WORK EXPERIENCE

Include all relevant work experience including part-time or voluntary work, particularly if you have not been employed on a full-time basis before include any previous posts you may have had with your current employer.

REFEREES

One of the referees that you provide should be your present or most recent employer. If you have not been employed, or have been out of employment for a period of time, you may wish to give the name of anyone who knows you sufficiently well to confirm the information that you have given and to comment on your ability to do the job.

NOTIFYING YOU ABOUT YOUR APPLICATION

Please note we are not able to personally acknowledge receipt of individual applications; once your application has been completed on-line you will, however, receive a confirmation email from the system. We will shortlist as soon as practicable and generally aim to notify shortlisted applicants within 5 days of the closing date. Unfortunately, due to the high volume of recruitment Julian House is generally not able to give feedback on applications that have not been shortlisted.

SENDING IN YOUR APPLICATION

Applications received after the published closing date will not be considered.

BENEFITS

PENSION SCHEME

Your pension scheme is a defined contribution scheme with the Social Housing Pension Scheme. Under auto enrolment you will automatically be enrolled in the pension scheme at 2.5% contribution from your pay and 2.5% from Julian House. You can opt out of the pension scheme, and you can also increase your contribution to the pension and Julian House will match your contribution up to 6% of your salary.

EMPLOYEE ASSISTANCE PROGRAMME

You can access a free and confidential support service. Help is available for everything from relationships, to stresses or life events, bereavement and loss, family issues, anxiety and depression, disability and illness, bullying and harassment, debt, health and well-being.

STAFF AWARD SCHEME

Once a year, fellow staff are able to nominate colleagues for exceptional pieces of work. The winners are awarded fantastic prizes. Sadly, you cannot nominate yourself!

TRAINING AND DEVELOPMENT

We offer staff a wide range of training and development opportunities to realise your potential and enable you to achieve your best.

20% DISCOUNT AT JULIAN HOUSE SHOPS

You can claim a 20% discount on all new and refurbished bikes, accessories, parts, servicing and repairs at our bike workshop social enterprises as well as at our charity shops.

TERMS AND CONDITIONS

Salary:	Up to £25,000.00 pro rata (depending on experience)
Hours of work:	Part time – 16 hours per week
Contract:	Fixed term – 6 months maternity cover
Holidays:	There is an entitlement of 22 days annual holiday, plus Bank Holidays, (pro rata for part time). There are subsequent increases to entitlement to annual holiday according to length of service
Sickness:	(5 days' pay during probationary period): 2 weeks full pay, 4 weeks half pa (pro rata for part-time).