

Job Description



Job title:	Senior Communications and Partnership Executive
Department:	Fundraising Team
Reporting to:	Partnerships Engagement Lead and dotted line to Head of Brand and Marketing
Salary:	£45,704 per year
Hours:	35 hours per week
Location:	Based in London (Combination of home, Crisis and partners office working as required)
Contract type:	Fixed term till April 2025

Core purpose of the role

As Senior Communications and Partnerships Executive this role is critical to combine communications and fundraising to support our partnership goal of raising more than £2 million. This role will lead on driving engagement and action from Lloyds Banking Group, (LBG) community of more than 65,000 colleagues. This role will lead on developing the key messages and core narrative to tell the story of the partnership and to demonstrate the impact of the partnership in support of ending homelessness and Lloyds Banking Group commitment to social housing. Gathering stories from Crisis members and LBG community will form a critical part of our partnership story as well as supporting the charity partnership teams with their promotional needs.

Aim and influence

- Lead on delivery of engagement plans and compelling campaigns to motivate LBG colleague community to fundraise or volunteer for Crisis
- Support education of LBG community to increase understanding of homelessness and the solutions needed to end homelessness as part of the "Activate the nation" workstream of the partnership
- Lead on development of partnership narrative and communications plan for key audiences working closely with Brand, Marketing and Media teams at Crisis and Lloyds charity partnership and Group Corporate Affairs, (GCA) communications team



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- Ensure stories from Crisis members and LBG colleagues are at the heart of all partnership communications
- Support wider partnership teams for overarching programme/campaign engagement and strategy

Financial and supervisory responsibility

- N/A

Other key details

- Crisis' current hybrid working policy requires staff to work from a Skylight or a Crisis Office for at least one day a week or two days per fortnight
- Evening and weekend work may be required for which TOIL in line with the policy will be given

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Job responsibilities

As the Senior Communications and Partnership Executive for the LBG and Crisis partnership, you will primarily:

- Develop an engagement plan and deliver compelling fundraising and marketing campaigns to motivate LBG colleagues to fundraise or volunteer to meet agreed targets
- Support "Activate the nation" workstream to engage LBG colleagues to increase understanding of homelessness and the solutions needed to end homelessness
- Develop partnership narrative, key messages and communications plan for key audiences
- Develop and deliver ongoing engagement activity to demonstrate the impact of partnership among key audiences in support of ending homelessness and our partnership commitments.
- Work closely with Crisis' Brand and Marketing and Media teams to agree all messaging
- Work closely with LBG partnership and GCA comms teams to agree partnership narrative and key messages
- Responsible for ensuring that all communications and messaging are in line with Crisis brand and framing principles
- Ensure storytelling is at the heart of all communications and engagement activity – gathering stories from partnership activity and sharing stories of Crisis members and people with lived experience.
- Review LBG internal communications platforms, fundraising giving platforms and opportunities and optimise engagement and communication plans accordingly
- Evaluate the success of communications and engagement activity and amend the plans accordingly to achieve the desired outcomes
- Provide consultancy and advice to key stakeholders at LBG and Crisis to support them in developing their campaigns
- Work closely with key stakeholders to ensure that all plans and activities align with the charity partnership teams' vision and wider brand principles

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- Represent Crisis at internal and external meetings and events including presenting to a range of audiences
- Use market research and evidence to inform and evaluate all communications plans and activity
- Ensure all activity is compliant with data protection legislation and best practice, and Crisis' policies and processes in relation to consent
- Commitment to Crisis' purpose and values including equality and social inclusion

General responsibilities

- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act.
- Comply with all Crisis policies and procedures and promote good practice as relates to Safeguarding and Equality, Diversity & Inclusion
- Supervise, guide or direct volunteers where necessary
- Work collaboratively across departments to support Crisis' mission to end homelessness
- Commitment to the utilisation of Crisis' chosen IT Systems
- Competent in the use of laptops, desktop PC's and headsets
- Competent in the use of Microsoft applications i.e.: MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications, for example Zoom and web browsers - Google Chrome or Microsoft Edge
- Carry out any other duties reasonably associated with your role

Person Specification

Essential

1. Experience of developing CSR or fundraising initiatives within a large corporate environment
2. Experience of developing and delivering communications plans and campaigns to drive action (volunteering and donations) and engagement

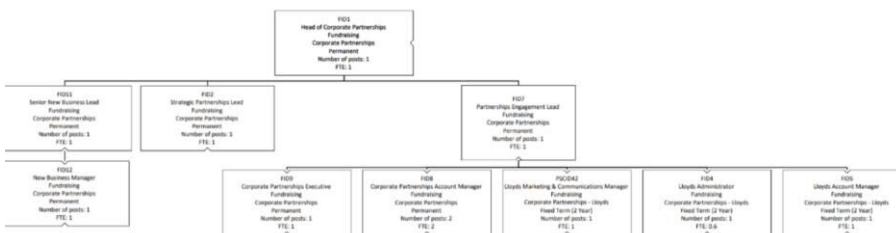


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3. Experience of developing and delivering internal and external communications plans including message and story development
4. Significant experience of relationship building and inspiring key stakeholders and colleagues towards one vision
5. Ability to work collaboratively with a wide range of people and, including people experiencing or at risk of homelessness. Ensure contributors are put at ease and always treated with dignity and respect
6. Experience of working with a team to organise high profile and complex events, monitoring income and expenditure and making relevant recommendations based on any learnings
7. Excellent negotiation and problem-solving skills
8. Exceptional organisational and project management skills, with the ability to juggle a wide variety of projects, with timelines from the immediate to the long term, with a track record of meeting and exceeding targets
9. Excellent relationship building, communication, listening and interpersonal skills at all levels, with a collaborative approach and willingness to embrace feedback
10. An impeccable eye for detail to ensure that all content and communications is produced and delivered to the highest standards
11. Commitment to Crisis’ purpose and values
12. Commitment to equality, diversity and inclusion

Organisational Structure

Corporate Partnerships team



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We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.





Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

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How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

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If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.