



## **About Catching Lives**

Catching Lives supports people who are homeless or at risk of homelessness in Canterbury and East Kent, providing day centre, outreach and tenancy sustainment services. We work to end the harm caused by homelessness, rough sleeping and insecure housing.

Our day centre is a minute's walk from Canterbury East station. We open every day of the week to provide basic facilities (food, showers, laundry, clothing) alongside practical help, mental health support, and a range of activities such as art, table tennis and yoga. Volunteers are at the heart of our charity, with both kitchen and second-hand bookshop staffed entirely by volunteers.

Website: [www.catchinglives.org](http://www.catchinglives.org)

## **About the role**

As Fundraising and Communications Coordinator, you'll play a vital role in keeping our doors open every day of the year. The successful candidate will spend time at the Centre with staff, volunteers and people experiencing homelessness in order to understand and communicate about our work. You'll build connections with individuals, groups and organisations across the local community, as well as engaging supporters online and posting to our website and social media. Working closely with our Chief Executive, you'll write funding bids, deliver campaigns and show how Catching Lives is making a difference.

This role is open to anyone with the experience and skills listed in the Person Specification below, which you might have gained through voluntary or paid roles, or personal projects.

## **How to apply**

Please read the Job Description and Person Specification below. Apply by sending your CV along with a personal statement of up to 2 sides, setting out how you meet each point of the person specification. Please include links to examples of your work where relevant.

Email your application to Tasmin Maitland, Chief Executive: [tasmin@catchinglives.org](mailto:tasmin@catchinglives.org)

You can also contact Tasmin for an informal chat about the role in early April.

The deadline is noon on Thursday 13 April.

Interviews are likely to be Thursday 27 April (tbc).



## **Fundraising & Communications Coordinator Job description**

- Job title:** Fundraising & Communications Coordinator
- Hours:** 30 - 37.5 hours per week
- Salary:** £27,000 FTE, pro rata for part time
- Reports to:** Chief Executive
- Location:** Catching Lives' Open Centre on Station Road, Canterbury East at least 3 days per week, option of home working 1-2 days per week
- Annual leave:** 25 days plus bank holidays, rising by one day per year up to 30 days.

## **Job Description**

### **Purpose**

The Fundraising & Communications Coordinator is responsible for raising Catching Lives' profile through digital and in-person communication and campaigns, and for raising income from a range of sources.

### **Key responsibilities**

#### **Communications**

- Proactively update website and social media platforms
- Create engaging visual content in a range of formats e.g. reels, tweets, posters, slide decks, resource packs, leaflets.
- Create and send monthly newsletters, tailored to specific audiences.
- Monitor and coordinate response to emails via Press and Info accounts.
- Attend local workshops, meetings and events to raise Catching Lives' profile.
- Act as point of contact for supporters/donors and media enquiries.
- Write press releases and liaise with journalists to secure coverage.
- Regularly speak with the Client Voice group, and other people using Catching Lives' services, so that communications are informed by people with lived experience of homelessness.
- Write case studies.
- Keep up to date with, and make changes to reflect, current good practice on language and communication about homelessness.
- Write clear, engaging copy in plain English.
- Analyse and report on web, social media and newsletter data.

## **Fundraising**

- Design and deliver fundraising initiatives, including around Christmas and World Homeless Day.
- Tailor initiatives across individual, community and corporate audiences.
- Develop Catching Lives' approach to corporate and events fundraising.
- Write grant applications to trusts and foundations.
- Create or update fundraising packs and other material.
- Work closely with the Chief Executive on fundraising and income generation strategy, development of new bids, funder relationships and reporting.
- Manage supporter mailing lists.
- Proactively engage new and lapsed supporter groups.
- Maintain relationships with grant funders.
- Work closely with the Administrator to monitor donations received.
- Analyse and report on income and trends.
- Identify new opportunities for fundraising.
- Write monitoring reports for funders, including qualitative and quantitative data.
- Keep up to date with, and follow, best practice in fundraising, data protection and charity law.
- Meet fundraising targets.

## **General**

- Adhere to organisational policies and procedures.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by the Chief Executive.
- Attend and participate in organisational meetings and training as required.

This job description covers the current range of duties and will be reviewed from time to time. Catching Lives reserves the right to change this job description.

# Person Specification

## Experience

Experience can include voluntary or paid roles, and personal projects.

- Web design using WordPress or similar platform.
- Mailing list management using MailChimp or similar platform.
- Design and delivery of fundraising campaigns and events.
- Bid writing.
- Experience of writing compelling copy or case studies for different audiences.

## Skills, Knowledge and Abilities

- Using social media platforms (e.g. Instagram, TikTok, Facebook, Twitter, LinkedIn), including content creation and engaging with new and existing followers.
- Creating visual content e.g. posters, leaflets, web pages.
- Excellent written and verbal communication skills including public presentations and copywriting.
- Knowledge of current issues affecting people who are homeless in England.
- Proven ability to work independently and proactively, and to use initiative.
- Building and maintaining relationships with a range of stakeholders e.g. funders, community supporters, corporates.