

Job Description

Communications Officer

Location - Based at Sir Oswald Stoll Mansions, 446 Fulham Road, London SW6 1DT, with occasional travel to other sites in West London & Aldershot.

Reports to - Communications and Marketing Manager

Contract - Permanent

Hours of work – Full time, 35 hours per week

Salary - £29,758 per annum depending on experience, plus benefits.

Background

The Stoll Foundation is the leading provider of housing and support services in the veterans' sector. Founded in 1916, the Stoll Foundation has provided a sanctuary to help veterans rebuild their lives for over one hundred years.

As the Stoll Foundation enters a new chapter, an opportunity has arisen for an enthusiastic and motivated Communications Officer to join our expanding Fundraising and Communications team at an exciting stage in the charity's history to develop our external communications. With over 250 tenants split across six sites in London and Aldershot, and a diverse body of staff which has recently undergone expansion, there is also an increased need for a confident and motivated Communications Officer to manage our internal lines of communication between tenants, staff, and other stakeholders.

The ideal candidate will be a creative communications professional with a strong understanding of the digital landscape, particularly within the (military) charity sector. They will be experienced in planning and creating engaging social media, newsletter and website content for a variety of internal and external audiences, with an eye for design and a firm understanding of appropriate language and tone for a charity working with vulnerable adults.

Key Responsibilities

- Implementing the Stoll Foundation's communications strategy across external channels (social media, website, email newsletters) and internal channels (physical residents' newsletters, intranet blog posts, email updates).
- Managing and creating engaging content for the Stoll Foundation's social media channels (Instagram, LinkedIn, Facebook, Twitter).
- Writing regular newsletters, blog posts and website content for supporters and stakeholders.
- Identifying and acting upon opportunities for collaboration and influencer/celebrity advocacy.
- Growing the Stoll Foundation's digital audience, engagement and brand recognition including identifying opportunities for collaboration and celebrity advocacy.

- Leading communication with tenants including a physical tenant newsletter delivered regularly across all Stoll Foundation sites.
- Communicating with staff including a regular staff newsletter, ensuring staff are aware of and feel connected to all aspects of the Stoll Foundation's work and impact.
- Interviewing residents to develop case studies and articles, ensuring safeguarding and sensitivity are made priorities.
- Working closely with the Fundraising Manager and Fundraising Officer to ensure social platforms are optimised for income generation and conversions.
- Occasional additional duties to support other Fundraising and Communications activities and staff.

Additional responsibilities

In a team and with others

- Contribute to developing – and subsequently work towards – clear work plans for communications activity.
- Contribute positively to working in a team and across Stoll.
- Maximise own personal development by positively contributing to induction, supervision, training, appraisal and team meetings.
- Support the smooth running of major events by working with appropriate colleagues across Stoll.
- Act in a professional manner whilst on duty and when representing Stoll.

Financial management and control

- Work within established budgets, contribute to budget planning and maintain accurate financial records.
- IT, record keeping, data management.
- Ensure that the databases and other written documents are accurate, kept up to date and regularly reviewed.
- Maintain confidentiality of records and information relating to donors, beneficiaries and staff in accordance with Stoll's Confidentiality Policy and Data Protection Policy.

Quality and regulatory compliance

- Understand and work within the frameworks of the Chartered Institute of Public Relations and relevant legislation relating to this area of work.
- Understand and work within the legal framework in which Stoll provides housing and support to beneficiaries.

Health and safety

- Work in accordance with Stoll's Health and Safety policy and legislative requirements for health and safety and report any accidents or potential accidents and near misses.

Equality and diversity

- Manage and maintain working practices in accordance with the principles and practice of equality and diversity, taking account individual needs and requirements.

Person Specification

Essential

Excellent copywriting abilities with experience communicating to a vary of audiences.

Proven track record of increasing online reach, engagement and conversions.

Strong understanding of the digital landscape, particularly for charities, housing providers and/or the military sector.

Excellent written and oral English with strong storytelling skills.

Excellent organisational skills and ability to manage multiple time-sensitive responsibilities.

Understanding of analytics and tracking, with the ability to pivot strategy according to observed trends and audience feedback.

Confidence interacting with and listening to groups and individuals.

Desirable

Understanding of the military sector, veteran support landscape and issues facing service-leavers.

Experience working in a people-facing communications role, ideally working with vulnerable adults or children.

Experience managing multiple lines of communication, balancing different audiences and messages evenly.

Design skills (Canva, Publisher and/or Adobe InDesign) or experience producing or project managing the production of digital and print communication assets.

Understanding of GDPR regulations and compliance.

Photographer and social media video production skills.

Experience using relevant software including YouTube studio, PostPlanner or other social media scheduling tools, WordPress or other CMS, Mailchimp or other CRM systems.

Benefits of working at Stoll

Stoll is committed to rewarding its excellent staff team in the best way possible. See below a list of some of the following benefits:

Available from your first day of employment:

- Up to 6 weeks Annual Leave – a minimum of five weeks annual leave in your first year (pro-rata for part time employees) plus statutory days. Your annual leave entitlement increases with your length of service to a maximum of six weeks.

- Team-building Events – quarterly staff social activities and structured team-building events enabling teams to work together and have some fun!
- End of Year Celebrations – offering every employee an end of year celebration, to enjoy time together.
- Birthday half day off! – offering every employee a half day off during the week of their birthday to celebrate, in addition to their Annual Leave entitlement.
- Flexible Working – allowing qualifying employees to adopt a working pattern which facilitates a better work/life balance and allow for the care of dependents.

After successful completion of probation:

- Healthcare Cash Back Plan – provided by Bupa, this scheme financially reimburses you for treatment costs (up to an annual limit) for everyday healthcare needs including dental and chiropractic treatments, physiotherapy and health screenings.
- Pension – the Social Housing Pension Scheme (SHPS) is available to all employees via salary exchange. Following successful completion of the Probationary Period Stoll will increase contributions.
- Ride to Work Scheme – providing loans for bicycles and cycling equipment through our retail partner as a tax and National Insurance free benefit through salary exchange.
- Season Ticket Loans – staff can access an interest-free loan if they travel to and from work by public transport, paid back over 10 monthly instalments.

If you would like to apply, please email your CV and cover letter outlining how you meet the person specification, to jobs@stoll.org.uk.

Closing date for applications: 10th March 2025

Interviews: March 2025, Date TBC

To discuss this role further, please contact Communications and Marketing Manager Hattie Ford at hattie.ford@stoll.org.uk.

The Stoll Foundation strives to be an equal opportunities employer and welcomes applications from all sections of the community. We particularly welcome applications from ex-service personnel.

The Stoll Foundation appointments are subject to an enhanced DBS check.