



## JOB DESCRIPTION

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<b>Job Title:</b>	Public Engagement Writer / Editor
<b>Directorate:</b>	Strategy and Development
<b>Location:</b>	Agile working from Tower Hill, London and home working
<b>Reporting to:</b>	Assistant Head of Public Engagement
<b>Responsible for:</b>	N/A

### PURPOSE OF THE JOB

To source and write a range of fundraising materials for the Public Engagement team in order to increase the income and loyalty of our supporters. You will be able to take ownership of copy for the team ensuring that powerful copy and compelling stories drive the success of our fundraising across a range of channels and audiences with both long copy and short.

You will be able to take ownership of copy for four supporter newsletters a year, two or three appeals, regular emails and other projects as they come along.

### KEY RESPONSIBILITIES

#### WRITE PUBLIC ENGAGEMENT FUNDRAISING MATERIAL

- Use storytelling experience to write powerful copy telling the stories of clients, staff and supporters that will engage supporters and potential supporters.
- Tell stories that demonstrate to existing supporters that they are helping to rebuild lives.
- Write compelling appeals and emails that generate a financial response from our supporters.
- Material to include newsletters (four per year), appeals, inserts, emails and other material as required.
- Produce fundraising communications that are compelling, well written and on brand.
- Proofread copy to ensure that it is grammatical accurate and in the St Mungo's tone of voice.

#### TO SOURCE STORIES FOR INDIVIDUAL GIVING MATERIAL

- Use story gathering skills to network with colleagues in head office and in services in order to source suitable stories.
- Set up and undertake interviews with St Mungo's clients, staff, supporters and other relevant individuals as required. Where possible this will be face to face – by telephone or online when face to face is not practical.
- Follow St Mungo's procedures when conducting interviews and act with appropriate tact and sensitivity.
- Develop a pool of case studies to ensure content availability.

#### INTERNAL AND EXTERNAL LIAISON

- Using approved photographers - commission photography and coordinate photoshoots as required.
- Coordinate the approval process for all projects that you are responsible for, including input

from senior staff.

- Liaise closely with colleagues to ensure accuracy, consistency and coordination of material, including those delivered by our campaigns, community and events and volunteering teams, as well as identifying duplicate donors.

## **KNOWLEDGE DEVELOPMENT**

- Proactive in developing and maintaining a detailed knowledge of St Mungo's projects and service development in order to produce appropriate and timely communications which reflect the funding needs of the organisation.
- Proactive in developing an external fundraising network to stay well informed of individual giving and direct marketing methodologies, trends and challenges (through online forums, training and networking, benchmarking, best practice). Use knowledge to develop the programme.

## **GENERAL**

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

# PERSON SPECIFICATION

## Public Engagement Writer / Editor

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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to each point listed under essential requirements in the person specification. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

### ESSENTIAL REQUIREMENTS

#### 1-5 Experience, Skills, Knowledge and Abilities required for your application form:

1. Experience of writing varied communications for an organisation to generate different actions.
2. Experience of writing material to generate a financial action.
3. Experience of interviewing individuals to generate case studies.
4. Strong writing skills – able to generate compelling copy from various sources and for various audiences.
5. Proactive and confident in building relationships with internal and external contacts, including the ability to be assertive.

**The below Experience, Skills, Knowledge and Abilities will be assessed at different stages of the recruitment process:**

6. Excellent communication skills with the ability to present information to a variety of different people both verbally and in writing.
7. Capable of working independently and managing your own workload and priorities.
8. Ability and willingness to work collaboratively as part of a team and across the organisation.
9. Demonstrable ability to use different IT applications including Outlook, Microsoft Word, Excel and PowerPoint.

**The following are required of all roles with St Mungo's. However, you do not need to address these in your application.**

- An understanding of and commitment to Diversity & Equality
- Willingness and ability to work fixed hours and to work outside of normal office hours on occasion (time off in lieu will be granted)
- Willingness to work flexibly in response to changing organisational requirements.

**In the selection and interview process, we will be assessing candidates against the following competencies:**

<b>COMPETENCY</b>	<b>PRIMARY INDICATORS</b>
<b>Improving and Innovating</b>	<ul style="list-style-type: none"> <li>• Is open to new ideas, improvement and change.</li> <li>• Handles situations and problems with innovation and creativity.</li> <li>• Shows commercial and financial awareness.</li> </ul>
<b>Interacting and Influencing</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and demonstrates values-driven leadership.</li> <li>• Shows self-awareness.</li> <li>• Works well with other people.</li> <li>• Collaborates and networks effectively internally and externally.</li> <li>• Shows sound communication and influencing skills.</li> </ul>
<b>Understanding and Doing</b>	<ul style="list-style-type: none"> <li>• Able to find and analyse relevant written and numerical information and use it to make sound judgements.</li> <li>• Able to think strategically.</li> <li>• Demonstrates the necessary technical skills and aptitudes at the level that are required for the role.</li> <li>• Has good writing skills at the level required for the job.</li> <li>• Plans, organises and manages time well.</li> <li>• Demonstrates compliance and accountability.</li> </ul>
<b>Involving and Including</b>	<ul style="list-style-type: none"> <li>• Builds client/stakeholder involvement into all activities.</li> <li>• Is client and customer focused.</li> <li>• Aware of own level of cultural competence and proactively seeks to develop.</li> <li>• Actively promotes equality, diversity and inclusion among colleagues and clients.</li> </ul>
<b>Managing and Empowering (for managers only)</b>	<ul style="list-style-type: none"> <li>• Builds a high performing team.</li> <li>• Provides staff with clear direction and support.</li> <li>• Motivates, supports, enables and promotes the wellbeing of their team.</li> <li>• Manages the operational aspects of their function efficiently.</li> <li>• Implements plans, strategies and services effectively.</li> <li>• Actively contributes to service growth.</li> </ul>