



Marketing Lead for the Marylebone Project

Application Pack

BE THE TRAILBLAZER
ACTIVATE CHANGE
STRENGTHEN LIVES
BUILD COMMUNITIES
EMBRACE THE CHALLENGES
BE THE HELPING HAND
FAITH TAKING ACTION
PURPOSEFUL ACTION
REAL PEOPLE
REAL FAITH
RISK TAKERS

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FROM OUR CEO

I'm delighted you are interested in the role of Marketing Lead for the Marylebone Project - the largest women's only hostel and only 24/7, 365 emergency drop-in centre in the UK and one of Church Army's flagship projects. I hope that as you read through this job pack you get a clearer sense of who Church Army are and how the work of the Marylebone Project supports vulnerable homeless women to turn their lives around by offering a seamless journey from often rock-bottom on the streets to independent living.

In all our work Church Army seeks to support and empower those most in need in the UK & Ireland. We walk alongside and love those who are struggling, especially the marginalised. We are a mission organisation committed to enabling the transformation of lives and communities in and by the love of God.

The work of Church Army makes a real difference in people's lives. Every role offers the opportunity to contribute to making our vision a reality. The work that you do with the Marylebone Project really will make a difference, and we are thankful for every one of our committed and passionate staff. Our GRACEUP values are at the heart of all that we do in our work and in our relationships. 'U' stands for unconditional which encompasses our user-led, responsive approach at the Marylebone Project where we welcome women facing crisis regardless of race, ability and the individual circumstances they face.

"Defeat is not an option with the support we receive here."

Service User, The Sanctuary at the Marylebone Project

This is an exciting time to join us. As we implement our DARE strategy Church Army is growing its frontline work and its impact. We are proud to work in some of the toughest communities across the UK and Ireland. Our Centres of Mission, in partnership with Dioceses, are where Church Army people live in local communities sharing faith, seeking the common good for all people, and equipping the local church in mission. The Marylebone Project empowers women to end their homelessness and live their lives to the full. In Cardiff, we run the Amber Project, which helps young people who battle self-harm, and the Ty Bronna Project, a hostel for homeless young people. Another Project befriends, serves and supports vulnerable women involved in the sex industry.

It can be challenging work. Church Army is often found where others won't go and doing things that others can't or won't. Yet it is joyful and fulfilling work. We serve in a broad range of settings, with people from all walks of life, and of all faiths and none. I am thrilled and humbled to work for an organisation that does this in God's name, and your name should you join us.

I hope that you will be inspired and encouraged to want to join our amazing team.

Peter Rouch

Peter Rouch



THE MARYLEBONE PROJECT

The Marylebone Project provides a life-changing service for homeless women and is the largest and longest-running centre of its kind in London and the UK with over 90 years of experience supporting vulnerable homeless women in crisis. It is a registered social landlord set up through a partnership between Church Army and the Portman House Trust.

We provide the largest range of services in the UK for women experiencing homelessness. We are proud to provide 112 long- and short-term beds to homeless women as well as safety and support 24/7, 365 through 'The Sanctuary' - our newly refurbished drop-in facility. We deliver education, employment and training opportunities and meaningful activities in order to support service users into independent living.

Whatever stage of their journey, we can provide training opportunities, including through our Social Enterprises, and all of what we do is shaped by and focussed on the women in order to support and empower them to independent living.



Those we support are often affected by substance misuse, unemployment, domestic violence and mental health issues. Whatever their story, we aim for the same ending; self-esteem, employment and independent living. We do this by providing shelter, emotional support, education opportunities, spiritual space, and events in a welcoming and secure environment.

Our ethos is that each woman is a very special person and through the themes of:

Hospitality - that all are welcomed

Empowerment - equipping women to make informed choices

Resettlement - encouraging and supporting women towards independent living

Spirituality - that God loves each person regardless

The Marylebone Project is led by our General Manager, Phillippa Middleton, and our Homeless Projects Manager, Sue Way, who also oversees our youth homelessness project in Cardiff. We currently employ around 50 staff at the Project in a range of roles. Our Project is reliant on the generous giving of our supporters and is a partly commissioned service through Westminster Council. We operate across two sites: Bradbury House and Elgood House, proudly offering our services 24-7 365.

Find out more about the work of the Marylebone Project and hear from our staff and inspirational women by listening to the BBC Five Live broadcast from the Marylebone Project [here](#).

"I am so pleased to be the first-ever Patron of the Marylebone Project. This amazing place serves hundreds of homeless women every week and helps them make a fresh start. I love how the project empowers women to make the changes to transform their own lives. I see this myself when I visit, and I am always inspired by the stories of the women I meet."

Ellie Goulding, Patron





ROLE OF MARKETING LEAD FOR MARYLEBONE

Are you an experienced marketing professional, bursting with ideas and ambitious to drive awareness and audience engagement working for a flagship project that transforms the lives of vulnerable homeless women in crisis?

This exciting new role is pivotal in supporting the growth and sustainability of the Marylebone Project - the UK's largest women's-only homeless provision offering safety, support and hope 24/7, 365 days a year.

We are seeking a talented individual who can empathise with the issues affecting women's homelessness, able to thrive within a fluid and challenging working environment and possessing the inherent drive and passion to grasp this exciting opportunity with both hands.

Robust and with a strong belief in your ability, you will be a honed communicator who will successfully operate and integrate with the Marylebone Project staff team, the inspiring women who use our services, our volunteers, supporters and other key stakeholders.

You will need to be relational and compassionate, being able to build open and honest relationships with the vulnerable women and service users within the Project liaising with Support Staff in order to gather stories and content.

Passionate to make a difference to individual lives, you will utilise your multi-channel marketing experience to elevate the profile of the work of the Marylebone Project, demonstrating our impact through a compelling narrative to grow our audience.

Phillippa Middleton (General Manager, Marylebone Project) & Neil Thomson (Head of Communications & Marketing Manager, Church Army)



JOB DESCRIPTION

Job Title:	Marketing Lead for Marylebone Project
Location:	Marylebone Project, Westminster London
Responsible To:	General Manager
Relating To:	Marylebone Management Team, Marylebone Marketing Group, Church Army Marketing Manager & Church Army Marketing Team (Communications and Fundraising)
Purpose:	Lead the Marketing and Communications through the production of compelling story telling to share the narrative of the work of the Marylebone Project to deepen engagement with key audiences and stakeholders
Objectives:	<p>1. To shape and elevate the reputation and brand identity of the Marylebone Project through developing comprehensive communications plans that reach our target audiences, donors and media across multiple marketing channels</p> <p>2. To identify marketing opportunities to promote the Marylebone Project, growing our voice of expertise and influence within the sector and growing our target audiences to support the Fundraising Team in delivery of our Fundraising targets</p> <p>3. To co-ordinate and lead the development and continual improvement of our website and social media channels, using analytics and metrics to grow our digital presence and engagement</p> <p>4. To produce the Annual Report and supporter communications (print and digital) to deepen engagement and showcase the impact of the work of the Marylebone Project</p>

RESPONSIBILITIES AND KEY TASKS:

1. **To shape and elevate the reputation and brand identity of the Marylebone Project through developing comprehensive communications plans that reach our target audiences, donors and media across multiple marketing channels**
 - 1.1 To be a key player in the development and delivery of the Marylebone Project Marketing Plan in consultation with the Marylebone Project

- Management Team and Marylebone Marketing Group which effectively represents all areas of our work
- 1.2 Using multi-media content bring the Project's work to life to illustrate our impact including capturing inspirational stories of our women
 - 1.3 Supporting staff at the Marylebone Project to prepare positive, engaging and appropriate content for multi-channel delivery
- 2. To identify marketing opportunities to promote the Marylebone Project, growing our voice of expertise and influence within the sector and growing our target audiences to support the Fundraising Team in delivery of our Fundraising targets**
- 2.1 Proactively seek out marketing initiatives (free and paid for) to promote the work of the Marylebone Project to target audiences
 - 2.2 Build relationships with key individuals and organisations pertinent to the homelessness sector through the provision of relevant and newsworthy insights and impact from our work
 - 2.3 Build our campaigning voice, identifying issues on which wider public comment could be appropriate and well-founded, and the partners with whom we could speak to amplify our voice
 - 2.4 Support the achievement of Marylebone Fundraising targets by working collaboratively with the fundraising team and consultants
- 3. To co-ordinate and lead the development and continual improvement of our website and social media channels, using analytics and metrics to grow our digital presence and engagement**
- 3.1 Sourcing and producing rich, compelling content - sensitively and appropriately covering all aspects of our work suitable for multi-channel distribution (digital, print, social media, press releases)
 - 3.2 To spend time with the women across the Project in partnership with Support Staff gathering stories, content and photos to develop the website and social media, and to share stories of impact with the wider communications team
 - 3.3 Creatively managing and curating the Marylebone Project website
 - 3.4 Planning and producing content across our social media platforms to increase audience reach and engagement
 - 3.5 Collate, analyse and share digital analytics and trends, and incorporate this learning into new audience growth strategies
- 4. To produce the Annual Report and supporter communications (print and digital) to deepen engagement and showcase the impact of the work of the Marylebone Project**
- 4.1 Collaborative working with the Marylebone Project and Church Army Fundraising to source content to support the donor communications strategy

- 4.2 Work closely with the Church Army Marketing and Communications team to align marketing activity between the Marylebone Project and wider Church Army marketing

General:

- To undertake any such duties as are commensurate with the post at the direction of the General Manager or Church Army Marketing Manager
- To attend regular support meetings with the Church Army Marketing Manager to ensure an aligned approach to marketing the project
- To be active as a member of the Marylebone Project team, demonstrating and encouraging participation in team meetings and in the overall objectives and life of the team
- To attend an annual appraisal and regular one to ones with your line manager
- To undertake any training as required for the role as identified in an appraisal or supervision
- To adhere to Church Army's contractual and non-contractual policies at all times. These are outlined in the Staff Handbook and on Church Army's intranet document library
- Act in the best interest of the Marylebone Project and Church Army at all times

TRAINING

As a responsible employer we know the value of continuing professional development and expect our employees to commit to ongoing training towards fulfilling their roles. We will provide you with the support you need to succeed, including professional training where appropriate, regular 1-2-1s with your line manager and all the support that comes from being part of a national charity and a loving community.





ROLE REQUIREMENTS

The following sets out what we are looking for in the post holder. As you apply for the post and submit your application, please make sure you evidence with good clear examples how you meet the criteria below. All aspects of the person specification will be assessed via the application form, interview and selection process, and within pre-employment check (e.g. references).

ESSENTIAL	DESIRABLE
Knowledge, qualifications and understanding	
A strategic thinker who also loves doing and knows the value of great marketing and communications	Degree (or equivalent) in marketing and communications or a related discipline
Ability to keep your finger on the pulse of external marketing trends and apply insight to benefit growing the Marylebone Project brand	Relevant CIM professional qualification (Chartered Institute of Marketing)
	Experience working in the charity sector - homelessness or women's issues
Experience	
Significant experience working in a Marketing and Communications role in a fast-paced environment across multiple marketing channels	Evidence of delivering impactful, fully integrated marketing campaigns which grew organisational profile and audience engagement
Ability to create interesting website blogs and experience of social media management which has driven audience growth	Aptitude for photography and videography in content production (use of Adobe/iMovie) or management of creative freelancers
Experience using digital and social media analytics including Google Analytics	
Experienced with email marketing platforms and content management systems for website development and maintenance	Experience with WordPress Content Management System
	Incorporating impact within cause-related marketing communications to build awareness, generate engagement, and crucially, helping to raise funds

Skills	
A charismatic natural storyteller with the ability to identify and create content that will resonate with and engage audiences	Experience of using design skills to create engaging graphics using Adobe/Canva or similar software
Excellent communication skills - written and verbal, with the ability to write compelling copy and articulate key messages clearly and succinctly	Strong stakeholder management and influencing skills
Ability to work under pressure within a fluid and challenging work environment, on multiple tasks and to deadlines	
Able to build relationships with vulnerable women, working with empathy and no judgement	
Attributes	
Self-motivated and able to work on own initiative	
Highly organised and flexible with the ability to manage multiple projects simultaneously	
Confident self-starter who can work collaboratively to help create and deliver an effective marketing strategy to grow engagement and raise the profile of the Marylebone Project	
Collaborative team player and relationship builder effective in establishing sustainable relationships and achieving positive outcomes	
Ability to always maintain the highest degree of confidentiality regarding all aspects of work	
Natural empathy with the work we do and the individual experiences of our service users	
Ability to work flexible hours to meet the needs of the Project - including evening, weekend and occasional travel to Sheffield	

We are looking for a candidate that models the Church Army values in their work and life. You must be in sympathy with the vision & values of Church Army & the Marylebone Project and be willing to represent the organisation in public.

Marylebone Project



Please keep your belongings with you at all times. Any items left in the Day Centre will be disposed of by Staff.



OUTLINE TERMS AND CONDITIONS

Salary	£35k - £38.5k per annum
Location	Marylebone Project, London, with regular attendance to the Wilson Carlile Centre office in Sheffield. Occasional offsite work can be considered depending on the needs of the Project.
Hours	40 hours per week (full-time) - usually Monday to Friday. Flexibility is required to meet the needs of the Project which may include some evening and weekend hours.
Pension	The employee will be enrolled into a pension scheme providing the post holder meets the criteria for eligibility.
Annual Leave	33 days per annum, inclusive of bank holidays.
DBS	This post is subject to an enhanced DBS (Disclosure and Barring Service) check and compliant with safeguarding policies and procedures. Safeguarding training will be required.
Probation Period	6 months
Contract Type	Full Time, Open Ended
Notice Period	3 months (after Probation Period)
Occupational Requirement	The Marylebone Project is based over two sites, 100m apart, and the job regularly involves walking throughout and between both sites. The Bradbury House site is a listed building, over five floors. The postholder must be able to access all areas of the Project and may be required to do so quickly in the event of an emergency. There is also a requirement to travel across London and to Sheffield for work related purposes. The ability to undertake these physical aspects of the role and to carry smaller items are required as essential.

WHAT MAKES US CHURCH ARMY

Our Vision

For everyone everywhere to encounter God's love and be empowered to transform their communities through faith shared in words and action.

See our [We Are Church Army](#) video.

Our Values

Everything we do is underpinned by our GRACEUP values:



Generous - We believe God is generous and we want to model that generosity to others.



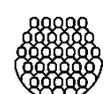
Risk-taking - We have a long heritage as a pioneering movement, taking calculated risks and giving our staff permission to try new things.



Accountable - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



Collaborative - We are committed to partnering with others who share our values; we believe collaboration enhances the potential and outcomes of our work.



Expectant - We are hopeful, expecting God to do new things through our frontline work and the Church Army community.



Unconditional - We believe God loves everyone and every person is significant in His eyes. We serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.



Prayerful - We listen to God through prayer, and we want to be obedient to Him. We want to be like Jesus in all we do.



Working with Us

We aspire to see our teams reflect the communities they serve, and to have a diversity of people and views reflected across our organisation. We are a Christian charity working with people of all faiths and none. We ask that our team, where being a Christian is not a requirement, to respect and be sympathetic to our history, work, vision and values.

We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are an equal opportunities employer and we do not discriminate on the basis of any characteristic, including those protected by the Equality Act.

Church Army staff have access to a wide range of benefits, and you can find some of these listed on our [website](#) below our vacancies.



APPLICATION PROCESS

To apply, please submit an application form which is available to download from our website: www.maryleboneproject.org.uk and from the advert for this post.

References will only be taken up once an offer of employment has been made, or unless we ask your permission to do so.

Applications should be sent to: recruitment@churcharmy.org

Deadline: 9am Friday 15th July 2022

Interview date: Tuesday 26th July 2022

What to expect from our Recruitment Process:

- Upload your completed application form on our website, or email it to recruitment@churcharmy.org
- One of our team will acknowledge your application
- Applications are shortlisted against the person specification
- You will be contacted as to whether you have been invited to interview

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- An enhanced DBS check
- Two satisfactory references
- Successful completion of a probationary period

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.

For more information about the Marylebone Project please visit:

www.maryleboneproject.org and to find out about our parent organisation Church Army please visit: www.churcharmy.org