



Depaul International: Job description and person specification

Post: Famvin Homeless Alliance (FHA) Digital and Communications Manager
Reporting to: Project Development Manager
Hours: 37.5 hours per week
Contract: Three-year Consultancy Contract
Holiday: 26 days p.a.
Location: Remote position (anywhere in the world)

Summary and background

The Famvin Homeless Alliance (FHA) is a project sponsored by the heads of the Global Vincentian Family, who represent over 150 religious congregations and lay associations, with a combined membership of over two million people, who claim St Vincent de Paul as their founder. The FHA was created to celebrate the 400th anniversary of the work of the Vincentian Family serving the poor around the world. Its particular focus is homeless people – refugees, slum dwellers and street sleepers. The aim is to provide practical interventions for those in need, information and education with regard to homelessness and support lobbying at the United Nations and other forums for systemic change. The FHA's current major project is the 13 Houses Campaign, which is building new homes for homeless people across the globe. Already, projects are underway in 55 countries, ranging from the USA to Guatemala, the UK to Mexico; communications are key to expanding this effort further. The FHA is managed by Depaul International on behalf of the Vincentian Family.

Depaul International (DPI) is the parent body of a global Group of charities responding to homelessness in seven countries. DPI leads and manages the governance and strategy of the global Group, as well as co-ordinating work on standards, outcomes and quality and providing ongoing capacity building support to individual subsidiaries as needed. DPI also manages the process of adding new members to the Group, either existing organisations or new start-ups, and raises funds for subsidiaries working in challenging contexts. DPI consists of a small staff team of 7.

This is a remote position. The candidate can work from any location as long as he/she has access to high speed internet on a regular basis to work efficiently from anywhere.

For more information, see the [FHA website](#) and the [DPI website](#) and social media pages.

This job description is a statement of requirements at the time of writing and is not contractual. It should not be seen as precluding future changes after appointment to this role.

Job purpose

- The FHA Digital and Communications Manager (DCM) will develop and deliver a comprehensive digital and communications strategy for the FHA.

Responsibilities/Deliverables:

Strategy

- To develop a communications strategy for FHA, which demonstrates a clear understanding of audiences, purpose and impact.
- To evaluate the effectiveness of all major communications activities and campaigns and fundraising appeals to ensure these deliver maximum value for the project.
- To support the FHA team to raise the profile of FHA and communicate effectively with its existing and expanding supporter base.

Digital, Website and Social Media

- To review and develop FHA's online presence and digital marketing strategy.
- To work with the Project Development Manager on any specification process for changes in the website or social media.
- To ensure that the FHA website and the organisation's social channels are set up to maximise opportunities to raise income and awareness.
- To ensure that the FHA website is appropriate for all key audiences e.g. available in languages as required.
- To create, develop and manage fundraising campaigns
- To provide technical support to staff to use social channels effectively.
- To provide regular reports on analytics and insights of communications.
- To develop/review policies for good practice across social media.

Content

- To create an engaging and insight driven content strategy
- To review and ensure FHA makes the best use of technology and ways of working both for internal and external communications.
- To produce regular content for the website and other online platforms ensuring this delivers on FHA strategic objectives (video, website content, email marketing, infographics and interactive content).
- To review FHA print media and lead on the production of the charity's communications to donors, including reports to funders and governance bodies.
- To work with the Project Development Manager to produce the yearly FHA impact report.

Data protection

- Ensure compliance with the Fundraising Regulator, Charity Commission and ICO.
- To manage subject access requests and support the Project Development Manager to handle all data related complaints and concerns.
- To work with other colleagues to streamline processes to ensure compliance with data protection legislation.

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- To work with the Group Finance and Resources Director (GFRD) to develop reporting to FHA Commission on compliance.

Networking

- To lead specific digital campaigns as required including the production of relevant materials, management of media and maintenance of mailing lists.
- Ability to organise and manage online and hybrid events and webinars, including setting up interpretation channels for different languages.
- To identify opportunities for the Project Development Manager and other staff to represent FHA at relevant conferences and events.
- To support the Team with communications & technical management at conferences and events.

Other duties

- Undertake duties as assigned to cover other communications work.
- Assist in training staff in website procedures and communication packages.
- Please note, this role involves international travel to attend meetings and conferences as required.

Person Specification

Core skills

- Strong IT skills including technical management of websites, specifically and social media.
- Significant communications experience including writing high quality content for website, social media and print media.
- Experience of developing communications and digital strategies within the context of a small team.
- Experience of managing social media channels e.g. twitter.
- Ability to produce and edit video and work with captions in different languages.
- Experience of managing external designers working on print media.
- Experience of evaluating communications campaigns.
- Good understanding of data protection legislation.
- Ability to build strong working relationships.
- High standard of written and spoken English and Spanish.

Desirable experience

- Good understanding of Microsoft Office, Google Workspace, Adobe Creative Suite and Canva.
- Experience of Google Analytics and other Social Media analytics tools.
- Can write fluently in additional languages – esp. French.
- Experience using inclusive language (eng, fr, sp).
- Experience of securing local and/or national news coverage.
- Ability to work with external agencies and managing small budgets.
- Technical skills to run events.

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Personal qualities

- Respect for the Vincentian values and ethos of the charity and its founding partners.
- Basic understanding of the principles of Catholic Social Teaching
- Respect for staff and clients within the organisation and external partners.
- Commitment to working within an environment which promotes Equal Opportunities and has regard for the Health and Safety of others.
- Ability to work under pressure, dealing with competing priorities and deadlines and using initiative to make sound decisions.
- Ability to work unsupervised.

What we will do to support you in this role

Will provide the following resources to assist in the successful achievement of the responsibilities outlined above:

- A full induction and training to enhance the 'hard' and 'soft' skills required.
- Continuous support and supervision including reflective practice to develop your learning and skills as a practitioner.
- Provided with suitable development opportunities to help you understand our heritage as a Vincentian organisation.

Vincentian Values

The Depaul Group began in the UK in 1989 at the initiative of the late Cardinal Basil Hume, as a response to the needs of the growing numbers of homeless people on the streets of London.

Depaul International and its subsidiary international charities owe their inspiration and values to the life and works of Vincent de Paul, a major social reformer in 17th century France. Known as the Saint of Charity, he revolutionized outreach to poor and disenfranchised people.

Vincentian values, which were at the core of Depaul's foundation, continue to be at the heart of Depaul International. They include a commitment to reach out to the poorest of the poor, to focus on action rather than words, to do what we say we will do, and to be innovative in our approach.

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