



**emmaus**  
working together to end homelessness



# Applicant Pack

Digital Content & Campaigns Manager





# Contents

Thank you for your interest in the role of Digital Content & Campaigns Manager at Emmaus UK.

This pack provides you with useful information about our organisation, the job role and the application process. Please take the time to read this pack and our website to find out more about our charity, communities and social enterprises.

[emmaus.org.uk](https://emmaus.org.uk) 

<b>How Emmaus works</b>	page 3
<b>Emmaus overview</b>	page 4
<b>Vision, mission &amp; values</b>	page 5
<b>Strategic plan</b>	page 6
<b>Our movement</b>	page 7
<b>Role overview</b>	page 8
<b>Job description</b>	page 9
<b>Person specification</b>	page 10
<b>Application process</b>	page 12

# How Emmaus works

Emmaus supports people who have experienced homelessness and social exclusion. Our communities offer:



## **A stable home and a base to progress**

Within Emmaus communities, everyone is provided with a furnished bedroom. It's a stable home from which people can build their confidence, skills and plans for the future. We ensure that all bills are covered, home essentials provided and fresh meals prepared each day. Each community includes shared living and dining areas where individuals can relax and socialise together.



## **A chance to gain skills and work experience**

We offer the people we support opportunities to gain work experience within our social enterprises and communities. Many people find that participating in meaningful work brings focus, purpose and a sense of routine to their day. The opportunity to contribute to their community and become an active part of society plays an important role in restoring people's self-esteem.



## **A sense of belonging and community**

Each Emmaus community is a supportive and welcoming environment where people can rediscover companionship and a sense of belonging. Our communities are places where each individual is given space and supported to rebuild, develop and thrive in their lives. We foster the sharing of life experiences and encourage peer support, helping everyone to grow together.



I never thought I'd be homeless but stuff happens. Honestly, I wouldn't change what I've been through because I wouldn't be who I am today. I wouldn't have met my true self and proved how strong I am. Coming to Emmaus is one of the best decisions I've ever made.

Damian, former companion of Emmaus Salford





# Emmaus overview

Emmaus is a secular organisation supporting people affected by homelessness and social exclusion. There are currently 29 Emmaus communities across the UK, providing a home, tailored support and meaningful work to more than 850 people, known within Emmaus as companions. In addition to existing Emmaus communities, there are three emerging groups working to establish new communities.

Emmaus is different to many homelessness charities and support services as we go beyond just offering a bed for the night; we provide longer-term support, stability, opportunities for personal development, and a strong sense of community.

Social enterprise is central to the Emmaus model as it provides work opportunities for companions but also generates a large proportion of the funding needed to maintain communities. Having something to do every day provides structure and a sense of purpose to Emmaus companions.

Our social enterprises play a huge part in helping to restore the self-esteem that many people lose when they are homeless, and enables them to make the most of their existing skills, while learning new ones.

Solidarity, helping others less fortunate than yourself, is central to the Emmaus way of life. Everyone at Emmaus, including companions, staff, trustees and volunteers, is encouraged to carry out acts of solidarity to support people who need it most.

For companions in particular, solidarity has a huge impact on their confidence and self-worth, showing them that they can make a difference to someone else's life and add value to the lives of people around them.

# Emmaus in the UK

Emmaus communities and groups work together to empower people to change their lives for the better.

## Our vision

A sustainable world in which everyone has a home and sense of belonging.

## Our purpose

We exist to give hope and a sense of belonging to those who have experienced homelessness and poverty.

## Our mission

To empower people affected by homelessness and poverty to change their lives for the better whilst using our voice to achieve social change.

At Emmaus UK, we do this by providing help, support and coordination to our members and protecting the principles, objectives and identity of Emmaus within the UK.

Emmaus in the UK has a federal structure, which means that each community and group is an independent charity with its own staff team and board of trustees. Emmaus UK was set up to unify and support the federation, providing a central set of services that bring members together and support the movement's growth in the UK.

Anyone wishing to set up a new Emmaus group must go through a rigorous affiliation process, which includes developing a firm business plan and demonstrating the capacity to establish a social enterprise and community. New groups are supported throughout this process and mentored by a more established community and by Emmaus UK.

## Our values

- **Respect** — for others, ourselves, and our environment.
- **Sharing** — for resources, skills, challenges and successes.
- **Openness** — to ideas, challenges, and to other points of view.
- **Solidarity** — helping those in greatest need and opposing injustice.
- **Welcoming** — friendly, approachable and inclusive to all.



## Our Strategic Plan for 2022 – 2027

### We will help more people by

- Delivering a wider range of activities to address social exclusion.
- Creating more homes.
- Developing a range of employment and move on housing options.
- Maximising the use of every companion room.

### We will work smarter by

- Improving our processes and making better use of technology.
- Developing and growing our social enterprises.
- Actively seeking opportunities to improve our environmental impact.
- Investing in our people through training and development.

### We will shout louder by

- Helping people to better understand who we are and what we offer.
- Raising our profile within the sectors in which we operate.
- Campaigning and influencing to improve the lives of the people we support.
- Engaging more potential customers, supporters and companions.

### Working together better by

- Improving our governance systems to achieve better coordination.
- Developing effective methods for sharing learning and ideas.
- Creating stronger links with the international movement.
- Developing a contemporary and values driven culture.



“This plan has been developed by the federation of Emmaus charities in the UK to make sure we are in the best position possible to thrive in a post pandemic world.

“As a federation of independent charities, Emmaus has the benefit of a strong community connection and the collective strength that comes from being part of a national and international movement. Through this plan we want to make the most of this collective strength and increase the positive impact Emmaus has in the UK.”



Charlotte Talbott, Chief Executive of Emmaus UK





# Our movement

The first Emmaus in the UK opened in 1991. There are now more than 30 Emmaus communities and groups in the UK with more than 850 companions living in communities stretching from Glasgow to Dover and Norfolk to South Wales. No two Emmaus communities are the same – each has its own individual personality, providing a set of services that meet the needs of its local area.

Emmaus in the UK is now well established but we are also part of a much wider and diverse global movement. Emmaus started in France in 1949, shortly after the Second World War, when homelessness was a significant problem. After the first Emmaus community was created in the eastern suburbs of Paris, many more communities opened in France and across Europe, the Americas and in Asia.

The growth of the movement gave rise to the gradual development of a network of organisations that met in Bern, Switzerland, in 1969 to adopt the Universal Manifesto, the founding text of the Emmaus movement.

Today, the Emmaus movement includes more than 420 Emmaus groups, located in over 40 countries. Across four continents – Africa, Asia, Europe and the Americas – Emmaus groups work to help the most excluded and tackle the causes of poverty.

All Emmaus groups have the same values whilst operating in very diverse social, economic and political contexts. Ever since the Emmaus movement began, it has always been both secular and independent in leading its struggle to tackle the causes of poverty and exclusion. The movement defends its vision of society: a fairer and more sustainable world where people are at the heart of the system and where there is a place for everyone.

Find out more about how the Emmaus movement has grown to serve and campaign for people and communities in need.

[emmaus-international.org/en/](https://emmaus-international.org/en/) 



# Role overview

## Digital Content & Campaigns Manager

It's an exciting and important time for our charity as we work to help more people out of homelessness and poverty as part of an ambitious strategy.

The newly-created role of Digital Content & Campaigns Manager will sit within the National Communications Team to support the delivery of key charity and federation-wide objectives, as part of our mission to empower people affected by homelessness and poverty to change their lives for the better while using our voice to achieve social change.

The role will work to harness the potential of multimedia content to demonstrate the breadth of our activities and impact and raise the voices of people who have experienced homelessness while embedding measurement and monitoring processes to grow our reach.

The post-holder will also be instrumental in the implementation of an evolved Emmaus brand language and visuals across websites, social media and other digital channels.

You will also ensure our website is developed effectively to support Emmaus national priorities and deliver community goals.

Working with the National Communications Manager, the role will be central to the delivery of communications, fundraising and influence objectives with a strategic focus, while being hands-on in delivering standout content that has digital cut through to build and engage audiences.



# Job description

## Digital Content & Communications Manager

<b>Location:</b>	Remote with travel required across the UK
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<b>Reporting to:</b>	National Communications Manager
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### Purpose of the role

This role will lead our digital activities to shout louder about the transformative work of Emmaus UK and the wider Emmaus federation, by engaging existing and potential digital audiences through powerful storytelling.

### Principal responsibilities and duties

#### Digital content

- Lead the development and delivery of Emmaus UK's digital content strategy with a multi-media focus.
- Lead on story-spotting, digital content collection, interviewing, storytelling and production for Emmaus UK channels, working across the team to spot opportunities.
- Coordinate content production with creative agencies and freelancers as required.
- Work closely with colleagues across the federation to amplify the stories of people who have experienced homelessness and shine a light on Communities across the UK.
- Manage the EUK website and develop a plan to develop both EUK and community websites to ensure the best possible impact and value for money.

#### Campaigns and audience growth

- Working with the National Communications Manager and the Individual Giving Manager, develop and deliver an audience growth strategy for digital channels, with a focus on channel growth and lead generation.
- Work closely with the Policy, Campaigns and External Affairs Manager to deliver advocacy campaigns and spot opportunities for collaboration across the sector with campaigns that grow our relevance and credibility.
- Work closely with the Individual Giving Manager to develop integrated multi-channel fundraising campaigns, growing our digital supporter base and identifying opportunities for digital testing and income generation.

# Person specification

## Digital Content & Campaigns Manager

### **Experience, skills and attributes - essential**

- Experience in content strategy for profile, influence and funding goals.
- Demonstrable experience in a content a creation role such as journalism, digital marketing, advertising, copywriting or campaigns.
- Experience of data analysis and insights sharing to inform content strategies.
- Experience managing digital channels and expert understanding of digital landscape in the UK.
- Experience conducting interviews for digital content.
- Excellent creative ability with proven experience in visual design for digital platforms and video editing, with a thorough understanding of brand and messaging.
- Excellent writing, editing and proofreading skills; adept at writing clean, engaging, jargon-free copy for a range of channels.
- Strong organisational and time management skills and the ability to work to deadlines, prioritise and multi-task in a fast-paced environment.

### **Experience, skills and attributes - desirable**

- Clearly demonstrated practical understanding of co-creation
- Experience working for a charity / not-for-profit organisation



# Terms of employment

## Digital Communications & Content Manager

<b>Starting salary:</b>	£37,878 (pro rata)
<b>Hours of work:</b>	4 or 5 days per week, Monday to Friday
<b>Contract:</b>	Permanent
<b>Probation period:</b>	6 months
<b>Pension:</b>	Stakeholder pension with an employer contribution
<b>Holidays:</b>	25 days + Bank Holidays + 3 concessionary days leave
<b>Training and development:</b>	Individually tailored induction. Ongoing training and development
<b>Volunteering:</b>	2 days allowance each year
<b>Employee Assistance:</b>	24/7 employee assistance scheme is available
<b>Wellbeing:</b>	Weekly wellbeing hour to promote personal wellbeing
<b>Flexible working:</b>	Options available, subject to the requirements of the role
<b>Life assurance:</b>	Death in service lump sum of 3 x salary



## Application process

To formally apply, please submit a CV and supporting statement (ideally a maximum 2 sides of A4 each) that clearly outlines your suitability for the role against the criteria provided in the person specification, including your interest and motivation in applying for this position.

The deadline for applications is 9am on Friday 15 November 2024.

Please email your application to [jobs@emmaus.org.uk](mailto:jobs@emmaus.org.uk) inserting “Digital Content & Campaigns Manager” into the subject field.

Those shortlisted will be invited to an interview conducted via Microsoft Teams on a date during the week commencing Monday 25 November.

Emmaus UK provides equal opportunity for all job applicants and is committed to providing a work environment free of discrimination.

We are dedicated to an inclusive culture, and we strive to create a workplace where teams of people with diverse backgrounds, characteristic, perspectives, ideas and experiences work together.

We welcome applications from all individuals irrespective of age, race, gender, sexual orientation, ethnicity, religion or belief, disability, marital status or parental responsibilities.

To ensure fairness and consistency to select the best candidate for our roles, all applications are anonymised up until an interview has been confirmed so that shortlisting is based solely upon the suitability of the candidate’s experience.