



St Petrock's (Exeter) Limited

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# JOB APPLICATION PACK COMMUNITY RELATIONS MANAGER (Full- or Part-time)

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**Full (35 hrs/week) or Part time (28 hours/week)**

**Salary £26,000 - 28,250 per annum pro rata (£20,800 - £22,600 for 28hrs/week)**

**Closing date for applications: 30<sup>th</sup> May 2022 at 9am.** *However, please note we recommend submitting your application as soon as possible to avoid disappointment. We reserve the right to close this vacancy before the closing date should suitable candidates become available.*

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St Petrock's is Exeter's local homelessness charity. Supported primarily by the local community, we stand with and for people experiencing homelessness, and will not give up until everyone in the Exeter area can enjoy a place called home.

## INTRODUCTION

Thank you for your interest in applying for the post of Core Services Officer at St Petrock's. This pack will tell you all you need to know to enable you to apply for this post.

St Petrock's (Exeter) Ltd is a registered charity created in 1997 to provide much needed services to help rough sleepers, other homeless people, and people at risk of homelessness in Exeter and the surrounding area. You can find out more about the services we provide on our website [www.stpetrocks.org.uk](http://www.stpetrocks.org.uk).

St Petrock's is a strongly values-led local charity, with our primary focus being to meet the urgent needs of people experiencing homelessness or at risk of homelessness. It is therefore essential for everyone on our team, regardless of their role, to be fully committed both to our Mission, and to the Values which guide all that we do and the way we behave as a team.

## HOW TO APPLY

To apply for this post, you should send us:

- A full and up-to-date CV
- A covering letter explaining why you wish to apply and why you believe you are the ideal person for this role
- A completed "Disclosure of Convictions and Cautions" form (attached).

Applications that do not include all the above will not be considered.

Your CV should include as a minimum the following information:

- Your full name and any former names
- Your address and other contact details
- Your qualifications and full employment history. If there are any gaps in employment, you should explain these.
- Any relevant volunteering work you have done.
- Two referees, preferably current and recent employers. Please indicate on your CV if you do NOT wish us to contact any of your referees before you are offered a post.

Your covering letter should include the following:

- Explain why you want to work for St Petrock's
- Explain why you are the ideal person for this role. The person specification for the role explains what we are looking for.
- If you consider yourself to have a disability under the Disability Discrimination Act (DDA), please let us know, and advise us if you require any particular arrangements to be made for an interview.
- It would help us if you told us where you heard about this post.

**Please send you application to:** Laura McIvor, Core Services Manager, St Petrock's (Exeter) Ltd, 10 Cathedral Yard, Exeter EX1 1HJ or by email to [laura@stpetrocks.org.uk](mailto:laura@stpetrocks.org.uk).

**St Petrock's is fully committed to safeguarding the welfare of vulnerable adults and children. We use "safer recruitment" practices throughout our recruitment processes, and all successful candidates will be subject to the highest level of DBS check that is legally permissible for their role. Any offer of employment is subject to a satisfactory DBS check.**

## BENEFITS OF WORKING FOR ST PETROCK'S

As well as a competitive salary, all staff at St Petrock's benefit from the following:

- Being part of a **supportive team**, united by a shared mission and shared values and passionate about making a difference in the lives of people experiencing homelessness in Exeter.
- **Pension scheme:** St Petrock's contributes 5% of salary where the employee contributes 3% of salary.
- **Generous leave entitlement:** 33 Days (including public holidays, pro rata) with additional long service days after 5 years.
- Free, confidential and independent **Employee Wellbeing Programme**
- **Training** provided to develop skills and enable career development.



## Title of Post: COMMUNITY RELATIONS MANAGER

Responsible to: STP Director

### Organisational Context

St Petrock's (Exeter) Ltd (STP) is Exeter's leading independent charity supporting people who are experiencing homelessness. Our mission is to "stand with and for people experiencing homelessness, and we will not give up until everyone in the Exeter area can enjoy a place called home".

Our work is informed by 7 Values which underpin not only *what* we do, but *how* we do it, and how we *relate* to one another. These are:

- **Respect:** We believe that everyone is worthy of respect and dignity.
- **Compassion:** We care about each individual and seek to meet them without prejudice.
- **Independence:** By staying independent, we can always put those we help first.
- **Perseverance:** We are here for the long haul, and will keep going for as long as the need exists.
- **Community:** We long for those we support to feel fully part of the generous local community which supports our work.
- **Integrity:** We commit to the highest standards of integrity and our values guide everything we do.
- **Accessibility:** The people we help face multiple challenges, but accessing our services must not be one of them.

As a small charity, consistent delivery of our services depends on the willingness of our staff team to work collaboratively and flexibly to meet the needs of our clients, to cover for absent colleagues, and generally to support one another to achieve our goals.

The Community Relations Manager has a vital role in communicating with the local community regarding the work of STP and issues related to homelessness, and building the vital community support (including financial) that is essential to our continuing work.

### Job Purpose

Working closely with the wider Team at STP, the Community Relations Manager is responsible for building strong relationships between the charity and the wider community and raising awareness of homelessness by boldly and effectively communicating with the media, local businesses, schools, colleges, the University, the faith community, statutory agencies and the general public. Through such relationship-building and communications, including through delivering public events, they also have

a vital role in building a strong supporter base to resource our work both financially, and with volunteer and in-kind support.

## **Main Responsibilities:**

### **1. TO WORK IN LINE WITH THE ETHOS of STP, including but not limited to:**

- Behaving at all times in a manner consistent with the Values of STP and to support the implementation of the charity's Values in every area of our work.
- Showing reasonable flexibility to ensure consistent service delivery by carrying out any other duties as required, including to cover staff absences;
- Complying at all times with all relevant legislation and regulation, together with STP's Policies and Procedures.

### **2. ORGANISATIONAL LEADERSHIP: As a member of the Operational Leadership Team (OLT), to support the Director in providing effective leadership to the whole STP Staff team, including but not limited to:**

- Assisting in setting strategic direction and delivering the Strategic Plan;
- Supporting OLT colleagues as required, including providing cover for absences;
- Ensuring the Values of STP are embedded in every aspect of our work;
- Contributing to the solution of operational challenges across the organisation;
- Researching and drafting of relevant policies, procedures, forms and similar.

### **3. EXTERNAL COMMUNICATIONS: To be responsible promoting the work of St Petrock's and increasing public awareness of homelessness and related issues, including but not limited to:**

- Building strong links with the local community (general public, business community, faith communities, schools, colleges and university, etc.) and the media to promote the work of St Petrock's;
- Leading St Petrock's commitment to educating the public and business community about issues relating to homelessness and challenging prejudice against people experiencing homelessness;
- Managing and building St Petrock's social media presence;
- Managing St Petrock's website, including overseeing the development of a new website in line with new branding guidelines with a strong emphasis on educating the public on issues related to homelessness and promoting financial support for the charity;
- Producing regular newsletters (digital and printed), printed promotional and educational media, etc., in line with brand guidelines;
- Working with the Charity Shop Manager to develop Petrock's Place as "shop window" for the charity and thereby generate increased understanding and support;
- Supporting people with lived experience of homelessness to communicate their experiences and opinions appropriately and positively with the public and with the media;
- Developing and managing the St Petrock's brand visual identity.

- 4. COMMUNITY FUNDRAISING: To maintain and build financial support for St Petrock's from the local community, including but not limited to:**
- Working with the Director to develop and deliver the St Petrock's community fundraising strategy;
  - Utilising the External Communications in (3) above to build a strong donor base (one-off and regular donations, special campaigns, promotion of the "Friends of St Petrock's" scheme, promotion of legacy giving, etc.);
  - Creating and executing a range of events and fundraising initiatives to build community engagement with the work of St Petrock's as well as raising funds for our work;
  - Encouraging others (general public, businesses, schools, etc.) to run fundraising events on behalf of St Petrock's;
  - Encouraging businesses to donate to the work of St Petrock's, such as by becoming a "Corporate Friend of St Petrock's" or by choosing St Petrock's as their charity of the year.
- 5. ASSIST IN PROMOTING THE WORK OF STP and the welfare of our clients by attending appropriate meetings, networks and other events with local agencies and partners, and by supporting efforts to raise funds for our work.**

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I confirm that I have received and understood this Job Description

Signed:

Print name:

Date:



**Title of Post: COMMUNITY RELATIONS MANAGER**

This Person Specification sets out the essential and desirable qualities we expect to see evidenced by the successful candidate.

	<b>Essential</b>	<b>Desirable</b>
Personal Characteristics	<ul style="list-style-type: none"> <li>• A genuine commitment to the Mission and Values of St Petrock's</li> <li>• Excellent team player with a flexible, proactive and adaptable attitude.</li> <li>• Resilient and with a positive disposition.</li> <li>• Very self-motivated and able to work consistently well with minimal supervision.</li> <li>• Creative and flexible.</li> <li>• Non-judgemental attitude.</li> <li>• Willingness to carry out flexible additional tasks when necessary to facilitate delivery of St Petrock's frontline services.</li> <li>• In possession of a driving licence and with a car that can be insured for business purposes.</li> </ul>	
Skills and Experience	<ul style="list-style-type: none"> <li>• Strong experience in public relations, communications and/or marketing.</li> <li>• Significant experience of community fundraising</li> <li>• Excellent IT skills, including Outlook email and proficiency in Microsoft Office (including Word, Powerpoint &amp; Excel)</li> <li>• Excellent time management skills and the ability to prioritise tasks to meet deadlines under pressure.</li> <li>• Excellent people skills and engaging personality</li> <li>• Experienced and effective public speaker</li> <li>• Excellent written and verbal communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of volunteer management</li> <li>• Experience of working with people experiencing homelessness or other major hardship.</li> <li>• Experience of working with people with mental illness and/or substance misuse problems</li> </ul>



	<ul style="list-style-type: none"> <li>• Experience of, and confident in, dealing with the media, including being interviewed for TV and radio.</li> <li>• Experienced in using a range of social media platforms (Currently using Facebook, Twitter, Instagram)</li> <li>• Able to shape style and messaging to engage with a wide range of people (public, business, people experiencing homelessness, faith communities, statutory services, etc.)</li> </ul>	
Knowledge and Understanding	<ul style="list-style-type: none"> <li>• Very good understanding of the importance of effective branding</li> <li>• A good understanding of professional boundaries</li> <li>• Good understanding of social media</li> <li>• A good knowledge of GDPR and data protection principles</li> <li>• An understanding of the causes and effects of homelessness</li> </ul>	<ul style="list-style-type: none"> <li>• Good understanding of good employment practices</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>• Entitled to live and work in UK</li> <li>• Good basic education to GCSE standard or equivalent (GCSE grade C or equivalent in Maths and English)</li> </ul>	<ul style="list-style-type: none"> <li>• Appropriate qualification in marketing, communications, public relations or journalism.</li> </ul>