



Job Title:	Communications and Digital Media Manager
Duration:	Permanent
Reporting to:	Executive Team
Direct Reports:	None
Salary:	£35,000 - £40,000
Location:	Hybrid – with a minimum of 1 working day per week in the office in Brixton, London
Hours:	35 hours per week, although flexible working considered

Any of us could be refugees, in different circumstances.

Refugees at Home connects people with a spare room to refugees and people seeking asylum in need of somewhere to stay.

We don't think people who come to the UK for sanctuary should end up on the streets. Our vision is for every refugee and every person seeking asylum to have a safe place to stay.

Refugees at Home was set up by a group of friends in 2016 in response to the Syrian refugee crisis. Since then, it has grown to become the UK's largest independent hosting charity, finding rooms for over 5000 guests from 75 different countries.

Refugees and people seeking asylum are fleeing war or persecution in their own countries. But many who come to the UK in search of safety find themselves facing homelessness and destitution. They may be without statutory support for long periods or need some additional help to build new lives.

We recruit and support volunteer hosts who are willing to offer a temporary home and a helping hand. Our role is to carefully match each guest and host, to assess and prepare them ready for hosting, to advise on hosting arrangements and accommodation, and to provide ongoing support to hosts throughout each stay.



Job Description

Our Communications and Digital Media Manager will be central to us realising our ambitious strategy which will see the reach of our organisation grow and the number of people we support increase. You will be working closely with our Senior Team, Executives and volunteer Communications team to recruit and support hosts, spread awareness of our work and build our audience and supporters. This role will be hands on – thinking strategically but also creating content and management of our social media accounts.

As part of the management team, you will contribute to operational plans and help deliver the strategic vision of Refugees at Home. You will support the Chief Operational Officer with delivering appropriate and effective internal communications.

You'll be responsible for managing and developing our social media channels, bringing in new people to hosting through our online presence, as well as developing a new audience of supporters or donors who may not be able to host but wish to support us or get involved in other ways. You will be experienced at using Canva or other creative software for both images and video and will have a proven track record of creating engaging content.

You'll be working closely with the Chief Executive Officer, Chief Operating Officer and our Communications Trustee, making sure the blend between our operations and social media presence experience is seamless. You will take a strategic approach, using data and monitoring to make sure we are reaching different audiences and engaging effectively. You will be responsible for developing new ideas, and putting them into action. You will also be responsible for forward planning our content calendar and creating proactive and reactive content.

This role will have a strong focus on social media and digital media but this role will also require supporting our other Comms functions.

Working across the teams, you will lead the story telling culture that we seek within the organisation, using your skills and experience to identify appropriate case studies and events for sharing on social media as well as adapting for other media



formats. You will work with our team, hosts, guests and other stakeholders to develop new, engaging and creative content in different formats.

The postholder must share a commitment to the mission and values of Refugees at Home.

Responsibilities

- Manage Refugees at Homes' social media presence, using data insights to determine new opportunities across different channels.
- Be reactive to breaking news situations and issues that relate to the migration sector as well as forward planning to ensure we are posting consistently.
- Create fresh, engaging content in different formats and ensure we are posting consistently and appropriately.
- Film and edit videos and images, in keeping with our brand and identity.
- Create engaging content for our social media channels and manage the maintenance of these platforms.
- Building and developing relationships online with supporters, fundraisers, organisations in the sector, volunteers etc
- Keep up to speed with the latest online trends and best practice within our sector
- Work with our hosts and guests to sensitively create content, understanding a trauma informed approach and the care and responsibility that is necessary in telling these stories.
- Identify risk around our social media and raising these with the CEO
- Use monitoring and research to keep an up-to-date picture of the motivations of our audiences and supporters and plan for social media development
- Create and manage a content calendar
- Create a culture of storytelling within our organisation, encouraging all team members to identify potential stories.
- Work with the Executive team to create and implement processes relating to social media activity
- Monthly reporting of social media metrics

Additional responsibilities:



- Contribute to the creation of content and updating of the Refugees at Home website.
- Working collaboratively with the Communications Trustee on planning media pieces and sharing findings.

Essential Criteria:

- Be passionate about what we do, with a strong understanding of the issues facing those claiming asylum or with Refugee status.
- Have at least three years' experience in a social media role, with demonstrable understanding of how to engage different audiences on different platforms
- Be a self-starter and be confident in building relationships online
- Strong copywriting skills
- Be able to apply brand identity and our key messages.
- Be a strong storyteller and able to identify stories within our team, working with our placement coordinators to convert these stories into social media content.
- Experience of working collaboratively with other organisations across the sector
- Resilient and self-motivated enough to work remotely, with three office days a week in London
- Understand working in a trauma informed way and the sensitivities and safeguarding needed around story telling for our guests.

Desirable

- Experience of working in a charity
- Experience of using a website content management system
- Experience of using a social media management platform
- Experience of using paid amplification tools

About working at Refugees at Home:

We aim to be a great employer and provide a supportive place to work. We provide regular training opportunities for our team and in addition we offer:



- 25 days holiday per year (increasing to 28 days per year for multiple years of service)
- Season ticket loan scheme
- Free eye tests and annual flu-jabs
- Cycle to work scheme.
- Access to a confidential Employee Assistance Programme
- Opportunities for training, development, and networking