



SPITALFIELDS CRYPT TRUST

LIFE BEYOND HOMELESSNESS & ADDICTION
info@sct.org.uk | 020 7613 5677 | www.sct.org.uk

THE SPITALFIELDS CRYPT TRUST

JOB DESCRIPTION

Maternity Cover June 2025 – April 2026

Post Title	Digital Marketing and Communications Officer
Responsible to	Director of Fundraising, Communications and Marketing
Purpose of post	The delivery of SCT digital marketing and communications activities
Salary	£33,000
Hours	35 hours per week
Line management	N/A
Location	Hybrid working between home, SCT Head Office and SCT sites in East London
Additional Benefits:	<i>BUPA Employee Assistance Programme BUPA Wellbeing plan Cycle to work scheme Season ticket loan 25 days annual leave (rising to 30 with length of service) plus bank holidays. Contributory Pension Scheme with employer matched contributions of 5% Training and Development opportunities Hybrid working</i>

INTRODUCTION

Spitalfields Crypt Trust (SCT) is an East London charity, providing practical help, support and training to people affected by homelessness and addiction. We are passionate about the people and communities we support and embrace creative, innovative and inclusive ways of working.

We provide a residential addictions treatment programme, supported housing, training and development opportunities and a highly effective Housing First service. Our nine charity shops and two social enterprises put us at the heart of diverse East London communities.

You will join a Fundraising, Marketing and Communication team committed to working collaboratively and sharing knowledge, ideas and skills, to create a **supportive culture**. This is something we are proud of and believe is at the heart of our success.

Over the past year, we have transformed our communications, updating our brand and messaging. In this role, you will use your creativity to continue to deliver a vision set out by our Digital Marketing and Communications Manager during their maternity leave.

We seek to recruit people with a good combination of **talent, skills and potential, promoting equality for all**.

ROLE AND RESPONSIBILITIES

In this role, you will have the opportunity to use your experience and creativity to deliver an exciting digital, marketing and communications plan, including

Digital Marketing

- Create engaging brand social media content and publish it across our channels, Facebook, Instagram, LinkedIn, YouTube and TikTok.
- Support services, fundraising and retail marketing on social media, including implementing paid-for advertising.
- Create and edit photography and video content for our website and social media channels
- Create and send out marketing emails using MailChimp and report on their performance.
- Monitor responses on our social media channels, ensuring messages and comments are responded to in a timely manner.
- Support our WordPress website, including updating pages and uploading posts and stories, and look for opportunities for search engine optimisation.
- Monitor the performance of our WordPress website and ensure that senior managers are alerted to any issues that arise.

Communications

- Write case studies, blogs and other written content, working with colleagues across the organisation.
- Design posters, flyers, brochures and reports using Canva, ensuring they are within the SCT brand.
- Ensure any materials adhere to SCT brand guidelines.

Retail marketing

Work in collaboration with charity retail colleagues to:

- Develop collateral for SCT Shops and Social Enterprises, ensuring materials are high quality and within the SCT brand.
- Ensure there is a regular flow of compelling social media content that creates customer loyalty and reaches new customers.

Other duties

- Work with the Director of Fundraising, Marketing and Communications and colleagues across SCT on the implementation of our 60th anniversary campaign.
- Maintain a marketing calendar and project plans using ASANA.
- Work with the Director of Fundraising, Marketing and Communications on PR activities, engaging with journalists and the media, influencers and other stakeholders.
- Work in collaboration with colleagues in SCT services teams.
- Attend events and be willing to occasionally work outside working hours (TOIL will be given).
- Actively keep up to date with new developments in marketing and communications.

PERSON SPECIFICATION

	Essential	Desirable
Digital Marketing	A minimum of two years managing social media accounts, including Facebook, Instagram, Twitter and Linked in.	A good understanding of GDPR legislation and how it relates to digital marketing.
	Demonstratable experience of running a WordPress website, planning and uploading content and monitoring its performance	A demonstratable understanding of SEO and Google ads.
	Demonstrable experience of managing paid for digital ads via Meta business manager.	
	Experience of producing creative and impactful social media content, including photography, video and audio materials.	
	Experience of creating compelling and creative marketing emails using e-mail marketing software such as Mail Chimp.	
	Experience of working with colleagues to develop their content creation skills and improve their understanding of social media.	
Communications and marketing	A love of storytelling and excellent written communication skills, with the ability to write accurate copy for different audiences	
	Proven experience of working within brand guidelines and advising others on brand execution.	
	Experience using CANVA to produce marketing materials in-house.	
	Demonstratable experience of managing a marketing calendar and leading planning meetings with internal stakeholders.	Experience in using ASANA or similar project management software.
	Experience of working in a charity and working closely with fundraisers to promote their campaigns and activities.	Experience in charity retail marketing
Personal qualities	A proven ability to work with a range of internal and external stakeholders	

	A creative self-starter, with the ability to try new ideas and have the confidence to fail fast, test and learn.	
	A demonstrable interest in emerging ideas and developments in digital marketing and communications.	
	The ability to work with people with lived experience of homelessness and addiction, ensuring all interactions are carried out sensitively.	