



Job Description: Social Enterprise Officer

1. Background Information

About The Connection at St Martin's

The Connection is based in the heart of London, near Charing Cross Station and Trafalgar Square. Our history of working with people experiencing homelessness can be traced back to the First World War, and we offer both short-term practical help and more intensive long-term support to clients who are sleeping rough or vulnerably housed. Westminster is the epicentre of rough sleeping in the UK, and we work closely with people who find themselves on the edge in Central London, with nowhere else to turn.

We deliver a range of services from three sites:

- A Triage and Brief Intervention Service for people experiencing housing crisis to understand their situation, signpost, provide housing advice and access to health care where appropriate
- A Resource Centre providing facilities that give dignity and practical support to our clients - including showers, laundry, c/o address, IT access, basic healthcare services and meals
- Resilience and Recovery work including a therapeutic group work programme, support with training and employment, and routes into mental health and drug and alcohol treatment
- A Housing and Resettlement advice service which helps people to access supported accommodation and the private rented sector, reconnect to places where they have roots in the UK, and undertakes immigration case work.
- A Street Engagement Team which includes an innovative day-time outreach service that works across the West End with those on the streets that face multiple disadvantage.
- Sites at which teams offer short to medium-term accommodation options for clients, with a wraparound support offer. This enables people to recover in a safe and secure environment with a roof over their heads.

About the role

Trading at The Connection is in its early stages, but has seen significant success – with products listed in publications including The Independent, The Telegraph and Time Out. We have worked closely with our clients who have lived experience of homelessness to develop products for sale, whilst offering them training and development opportunities, and work in conjunction with partner organisations to stock a select range of ethical items for sale.

From this starting point, we see great potential for future innovation and growth, and are seeking a creative, strategic and enthusiastic team member to take our trading work to the next level. You will work closely with our Head of Supporter Involvement and our Recovery and Opportunities team to propose, develop and market ethical products that will appeal to new and existing supporters, whilst offering clients the opportunity to get involved in product development and marketing.



We're looking for somebody who will be excited by the prospect of researching potential products, building relationships with partner organisations to develop and stock our goods, looking at data trends to analyse successes and areas to tweak, and then working with our Communications Manager to develop and implement a plan to market these products to the right audiences. You'll be organised and proactive, and drawn to the prospect of taking on an engaging challenge with the support of your manager and the wider team.

Responsible to:	Head of Supporter Involvement, Fundraising & Communications Team
Responsible for:	Delivery of The Connection's trading activity, interacting with other teams to arrange client involvement in product development, working with our individual supporters.
Job Purpose:	<ul style="list-style-type: none"> • Lead on marketing activity for all trading products • Operational delivery of The Connection's trading activity, including management of our online shop, and vegan bakery project Poster Bakes • Work with ethical businesses to develop and sell a range of co-produced products • Research, propose and implement new avenues for growing trading income • Work closely with The Connection's Recovery and Opportunities team to develop a portfolio of opportunities for Connection clients to engage in trading activity as part of their recovery • Support the delivery of Individual Giving campaigns and communications. • Ensure compliance with regulation and best practice standards for all trading and supporter engagement activities. • Work in support of the wider Fundraising & Communications Team as required
Salary	Salary band 19-22, £29,194 - £31,292
Contract:	Permanent Full-time position

2. Responsibilities

1) Lead on marketing activity for all trading products

- Produce social media posts, website text, social media and banner ads, e-newsletter text and imagery as required to market trading products.
- Work closely with the Communications Manager to develop a marketing plan for each product.
- Work closely with the Head of Supporter Involvement to incorporate products into supporter journeys.

2) Order fulfillment and operational delivery of The Connection's trading activity

- Develop and manage our online shop (currently a shopify platform), fulfilling all orders and managing supporter communications.
- Manage a small group of volunteers to assist with order fulfilment ensuring busier periods are managed effectively.



- Work with bakery partners to further develop, scale up and deliver the work of Poster Bakes, our online vegan bakery.
 - Develop and implement a plan for our Christmas sales activity – historically our most successful time of year for trading activity.
- 3) Work with ethical businesses to develop and sell a range of co-produced products**
- Build relationships with new and existing partner organisations that share an ethical outlook with us.
 - Identify new platforms to promote our product ranges as they occur.
 - Explore opportunities to develop and sell bespoke products in collaboration – and where possible with client involvement.
- 4) Research, propose and implement new avenues for growing trading income**
- Research and stay abreast of current trends, opportunities and sales data.
 - Use this research to propose and where appropriate implement new products and partnerships to increase our trading sales.
 - Research alternative routes for selling new and existing products – e.g. other online platforms, through partnerships with local cafes and shops, to local offices and businesses
- 5) Work closely with The Connection’s Recovery and Opportunities (R&O) team to develop a portfolio of opportunities for Connection clients to engage in as part of their recovery**
- Build and maintain relationships with the R&O team, keeping them updated on current activity and identifying opportunities for client involvement.
 - Co-design and support the delivery of workshops for clients, to e.g. develop marketing skills, design products or input on baking kit products.
 - Ensure that client involvement is considered in every step of the development of our trading activity.
- 6) Support the delivery of Individual Giving campaigns and communications.**
- Work closely with the Head of Supporter involvement to steward The Connection’s supporters, ensuring that they feel informed and thanked.
 - Ensure that our supporter journeys are implemented and that our products are promoted across a variety of audiences. Working closely with the Fundraising & Communications team to source engaging and meaningful content for fundraising campaigns.
- 7) Ensure compliance with regulation and best practice standards for all trading and supporter engagement activities.**
- Adhere to the Fundraising Regulator’s Code of Fundraising Practice, Charity Law, Health & Safety Law, the General Data Protection Act, NCVO guidance and other relevant legislative requirements. Ensure familiarity with and adherence to CC35.
 - Maintain an up to date knowledge of any changes in law or best practice guidance which affect trading and supporter engagement, updating our policies and procedures accordingly.
- 8) Work in support of the wider Fundraising & Communications Team as required**
- Act as a supportive and collaborative colleague, working in conjunction with others as and when necessary, providing occasional capacity to other areas in moments of pressure.
 - Attend 1:1 meetings, team meetings and other meetings as required



- Incorporate organisational values, such as collaborative and inclusive, into all areas of work. This includes but is not limited to the co-production of activities with clients wherever practicable
- Undertake any other duties that may be reasonably required

The above list of job duties is not exclusive or exhaustive and may be subject to change. The post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

3. Person Specification

This person specification sets out the experience and abilities needed by the successful candidate for this post. Please bear these points in mind when completing your application form, as these requirements will be taken into account at both the shortlisting and interviewing stages.

Knowledge and Experience
Ability to identify what makes a good product and the development stages products go through before going to market
Ability to plan the marketing of a product and ensure that it stays on track
A good understanding of what makes a product successful
Experience of planning and delivering high quality projects or events
Experience of using social media to market products or causes
Experience of developing engaging content
Ability to keep track of sales and any data that emerges to do with repeat purchases
An interest in or knowledge of social enterprise and digital communications
Experience of delivering a great standard of care to customers, clients or supporters – e.g. in a customer service environment
Experience of working with and managing volunteers
Skills and Attributes
A commitment to social impact and a belief in supporting everyone to reach their full potential
The ability to analyse data, and use the outcomes to direct work.
Very strong written and verbal communication skills, including the ability to communicate with a range of audiences and to present information in an engaging way.
The ability to organise complex projects to tight timeframes
The ability to talk to, engage and work constructively with people from a wide range of backgrounds, including those with lived experience of homelessness
The ability to work pragmatically and constructively with partner organisations.
The ability to work independently using own initiative, taking responsibility for own performance standards and working requirements.
The ability to manage time and prioritise workload effectively.
The ability and willingness to work flexible hours on occasion.
The ability to participate in The Connection’s common systems, policies, procedures and written materials.
The ability to demonstrate imagination, initiative and flexibility in problem solving in an environment of change.
A solutions-focused outlook.