



PEPPER FOUNDATION – JOB DESCRIPTION

- JOB TITLE:** Digital Communications Lead
- REPORTS TO:** Pepper Foundation Trustee Board
- CONTACTS:** Internal: Pepper trustees, Operations Support & Event Coordinator, Fundraising group, volunteers, Rennie Grove personnel
- External: Prospective new donors, existing group and individual donors, Pepper supporters
- LOCATION:** Tring, Hertfordshire or homeworking (we are currently working from home in accordance with Government guidelines)
- HOURS:** Approx 1.0 days a week, negotiable
- SALARY:** Negotiable depending on experience

Please send CVs with a supporting statement by email to sdyer@pepper.org.uk.
for the attention of Pepper Trustees, Pepper Foundation

ROLE OVERVIEW:

The objective of the role is to maximise financial contributions to the charity, through the effective engagement of donors via our website and social media platforms, building relationships that encourage long term support and commitment.

JOB SUMMARY:

Maximise exposure of the charity's activities via media outlets, Pepper website and social media, promoting support for fundraising activity, and improving overall awareness of the work of the charity

KEY TASKS

- Maintain and develop the social media content plan for Pepper.
- Create compelling content for Pepper using stories and case studies from the charity.
- Assist organisers in the promotion of fundraising events to ensure strong attendance to maximise funds raised for the charity
- Work collaboratively with Pepper personnel to support the charity’s aims
- Develop strategy to increase our number of supporters/members.
- Creating posters, banners and fundraising materials following your brand guidelines
- Assisting in the concept, design and delivery of digital fundraising appeals
- Utilise national campaigns and awareness days e.g. children’s hospice week
- Comply with GDPR guidance

BACKGROUND

The Pepper Foundation is a registered charity (no.1056823) which helps to fund the hospice at home children's nursing team managed by [Rennie Grove Hospice Care](#) (RGHC). This innovative paediatric team offers specialist palliative care and support to children with a life-threatening or life-limiting illness throughout the Chilterns area of Hertfordshire and Buckinghamshire. The nurses work with families to provide individualised care and support for each child in their own home on a 24 hour, 365 days of the year, on-call basis.

The nurses currently care for nearly 60 children, at absolutely no cost to the patients or their families.

PERSON SPECIFICATION – Digital Communications Lead

	Essential	Desirable
Education, training and qualifications		
Degree level		Y
Fundraising and/or management qualification		Y
Experience		
Proven experience of developing social media content	Y	
Creation of digital fundraising materials following your brand guidelines	Y	
Design and delivery of digital fundraising appeals		Y
Working for a charity or membership organisation		Y

Knowledge and skills		
IT literate (Microsoft Office, databases)	Y	
Excellent written and verbal communication skills	Y	
Persuasion and influencing to a variety of audiences	Y	
Planning, organisation, and operational excellence	Y	
Sound judgment and decision making	Y	
Personal qualities/ Other		
Commitment to Pepper mission and aims	Y	
Excellent interpersonal skills	Y	
Able to work autonomously or as part of a team	Y	
Drive and enthusiasm for key objectives	Y	
Able to maintain confidentiality	Y	
Flexible and adaptable to a variety of tasks and groups	Y	