



The Organisation – Our Mission

Home-Start CHAMS offers support, friendship and practical help to parents with young children, in the local community of Crawley, Horsham and Mid-Sussex. We do this through a body of volunteers who visit families at home and we also offer weekly specialist groups for young parents, families with twins and multiples and those who feel isolated.

We're looking for a Trustee to oversee digital PR at Home-Start Crawley, Horsham and Mid-Sussex.

The Role

You will collaborate and guide, shaping the PR and Marketing strategy, developing initiatives and building relationships with funders, influencers and the media alongside your fellow Trustees, the Business/Fundraising Manager and the Fundraising and Marketing Co-ordinator. You will help our team in designing excellent communications, initiatives and events, as well as finding opportunities to broaden awareness of our values and priorities; and increase our visibility across a wider audience improving our influence, fundraising and digital presence.

You'll be our ambassador and will oversee and mentor:

- Digital PR & community outreach
- Content management, development and creation.
- Our Campaigns, production and promotion
- Events online and offline, driving attendance and engagement through digital tools.
- Measure, analyse, report and improve - Facebook, Instagram and LinkedIn.
- Develop market position and brand of the charity.
- Trustees and staff to recognise internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.

The Person

You will:

- have experience in PR, be familiar with PR platforms, marketing and social media strategy covering both B2C and B2B environment.
- have an eye for great content and can adapt the tone and voice to connect with the right audience.
- be an expert in social media outreach and promotion.
- use a data-driven approach and are familiar with building a strategy for content.
- have experience in improving an organisation's reach.
- have experience in communications, journalism or similar relevant fields.

To talk to one of the trustees please contact Sumant Gupta sumant@denarit.com.

How to apply

Please send your CV to <recruitment mailbox>