

**Recruitment Pack**

**Income Generation and Communications Assistant**



## Introduction

George House Trust is a charity with a clear vision for a world where HIV holds no-one back. Originally established in 1985 as Manchester AIDS Line, we've evolved over the years and we now provide a comprehensive range of services and support for people living with and affected by HIV. We now offer more than 30 different services spanning everything from wellbeing, welfare and financial support. A big focus for our work is on social connectivity and innovative projects supporting people across a range of different issues including ageing well with HIV, supporting those with complex lives and promoting inclusion. We currently employ **17** people and we're supported by **98** volunteers. Our organisational purpose is 'inspiring people living with HIV to live healthy and confident lives' and we're looking for someone to join our movement and share our purpose to make a positive change for people living with HIV.

### A message from the Chief Executive...

Every year, the team at George House Trust provide support to people living with HIV across the North West so they can live healthily and confidently with HIV. As an organisation, I think it's fair to say we punch well above our weight, ensuring that the most effective, quality support is in place and we're looking for people to join us to continue to make a positive difference for people living with HIV.

In this exciting new role you will be connecting with our wonderful friends and supporters in our communities who are raising vital funds for George House Trust's work. You will also be helping to get the word out about the difference our services are making to people's lives, and spreading understanding and awareness of the part we all have to play in building a world where HIV holds no one back. Sounds good? Then we'd love to hear from you.

Best wishes,  
Darren.



### Who we support

George House Trust supports people living with and affected by HIV. Our work includes supporting partners, families, friends, colleagues and employees. Young, old, newly diagnosed or living with HIV since the early 1980s, our team are focused on person-centred and individual outcomes.

### What we do

Our organisational purpose is '**inspiring people living with HIV to live healthy and confident lives**'. At George House Trust, we provide more than **30** different services spanning everything from wellbeing, welfare and financial support. A big focus of our work is on supporting people with a range of different issues relating to HIV including ageing well, addressing issues relating to housing, supporting people with complex lives, tackling vulnerability, inequality and promoting inclusion.

### Why we do it

George House Trust believes that people should have the support, information, advice and guidance that they need to live well with HIV. Everyday, we see people who face discrimination, some are living in fear and most are managing the consequence of structural, societal and in some cases the self-stigma that is unique to HIV as a health condition. We see our role as the support service to enable people to realise their potential and focus on HIV positive living.

### Where we work

Our work is delivered across the North West region of England, with a focus on the Greater Manchester area and Liverpool.

### Our Strategy

The strategic priority for George House Trust is to '**Ensure our work meets the changing needs of people living with HIV**'. There are 4 strategic objectives that shape all that we do and they are:

- 🏳️ We will increase our reach.
- 🏳️ We will provide quality services.
- 🏳️ We will involve more people living with HIV.
- 🏳️ We will improve the way we do things.



The purpose, vision and values of George House Trust drive the organisation's strategy, focus and service delivery and are as follows:

*George House Trust's vision is:*

A world where HIV holds no one back.

*George House Trust's purpose is:*

Inspiring people living with HIV to live healthy and confident lives.

*George House Trust has three organisational values which are:*

Passionate. Inclusive. Responsive.

### **The way we work**

George House Trust encourages accountability, individuality and flexibility in our team. We want our people to have ideas and turn them into action. We bring the team together regularly to explore ideas and share learning through team meetings, development workshops and externally facilitated workshops too.

Personal development is important to us too. We encourage people to learn and, in addition to providing an individual training budget for all staff, we actively promote people to get involved in external partnerships that develop learning and networks.

### **The benefits of working at George House Trust**

We offer an excellent employee benefits package which includes:

- an individualised approach to flexible working.
- an 8% non-contributory pension scheme.
- a cycle to work scheme.
- a dedicated training budget for each employee.
- full remote digital access to enable agile working.
- 25 days annual leave plus 8 bank holidays plus additional days at Christmas.
- Employee Assistance and Wellbeing Programme

### **The team**

George House Trust currently has **17** employees with two additional vacant roles, including this one. The team is supported by **98** volunteers. We are led by a board of **8** trustees who bring a blend of skills, experience and passion to the strategic leadership and governance of the charity. As a user-led organisation, George House Trust has a Membership structure with over **150** Members who are people living with HIV, allies and supporters.



**How to apply**

Please apply by writing, in MS Word or Google docs, no more than 1,000 words stating how you meet the 'application criteria' in the Person Specification together with a current copy of your C.V.

Email your application to [recruitment@ght.org.uk](mailto:recruitment@ght.org.uk) by 12pm on Monday 23<sup>rd</sup> January 2023.

If you have any questions about this role or the application process, contact Tim Emerton, Income Generation Lead by emailing [tim@ght.org.uk](mailto:tim@ght.org.uk) or calling **0161 274 4499**.

Interviews will be held in the week commencing 30<sup>th</sup> January 2023 and specific dates will be confirmed with applicants.



<b>Job Title:</b>	<b>Income Generation &amp; Communications Assistant</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Contract:</b>	<b>Permanent</b>
<b>Salary:</b>	<b>NJC Scale: £20,852-£23,022</b>
<b>Location:</b>	<b>George House Trust, Manchester</b>
<b>Accountable to:</b>	<b>Income Generation Lead</b>
<b>Terms:</b>	<b>Standard George House Trust Terms and Conditions.</b>

**Purpose of the role**

To provide comprehensive support to income generation, communications and engagement activities at George House Trust in line with the vision, mission and values, and Income Generation and Communications plan.

**Principal Responsibilities and tasks**

<b>1.</b>	In partnership with George House Trust staff and volunteers, ensuring George House Trust has an engaging presence at community fundraising events, other fundraising events, regional Prides and summer events.
<b>2.</b>	Working with the Income Generation Lead and Communications and Engagement Co-ordinator to support the creation and delivery of supporter communications.
<b>3.</b>	Supporting the creation and delivery of high-quality content on social media including TikTok.
<b>4.</b>	Coordinating materials for awareness raising events, fundraising activities and other projects and ensuring timely responses to awareness-raising opportunities as they arise.
<b>5.</b>	Supporting the delivery of other income generation, communications and engagement activity as required.
<b>6.</b>	Ensuring relevant activity is effectively and accurately recorded in a timely manner using George House Trust's CRM system (Civi).
<b>7.</b>	Ensuring that equality, diversity and inclusion are key components of all activity, and that these activities proactively address disadvantage, inequalities, stigma and discrimination.
<b>8.</b>	Work in accordance with best practice, legal requirements, the policies and procedures of George House Trust, and the policies of our funders and partners.
<b>9.</b>	Work with George House Trust staff, Trustees, volunteers, community fundraisers and service users to maximise their involvement in, and contribution to income generation, communications and engagement activities.



**George House Trust's expectations of the post holder**

1.	Work in line with, and support the delivery of, the vision, mission, values and goals and to be a champion for George House Trust at all times.
2.	Adhere to and work within all the policies and procedures of George House Trust, in particular paying attention to the confidentiality and data protection policies.
3.	Actively participate, engage with, and respond to, George House Trusts line management and support processes.
4.	Attend and actively contribute to internal and external meetings as required as part of your role.
5.	Attend and actively participate in training as required for your role.
6.	Actively contribute to a positive, supportive and constructive working ethos, relationships and environment within George House Trust and with partner organisations and all other stakeholders.
7.	Support and contribute to our overall aim of for all people living with HIV to live happy and healthy lives, free from stigma and discrimination.
8.	Be flexible, adaptable and undertake work to support the aims of George House Trust as required.

**Disclosure and Barring Service (DBS)**

This role is not currently designated to require a DBS check.



## Person Specification

This acts as the selection criteria and the more of the criteria that you demonstrate that you are able to meet the greater your likelihood of being invited to interview. On the application form please use each point that you are able to meet as a heading and then explain how you meet the specific criteria.

### Method of assessment

<b>A =</b>	Application	<b>I =</b>	Interview
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### Experience

1.	Demonstrable experience and understanding of organising and planning events.	<b>A/I</b>
2.	Demonstrable experience and understand of writing and producing engaging content and of supporting content creation.	<b>A/I</b>

### Skills

1.	Strong time management and organisation skills	<b>I</b>
2.	Able to communicate effectively using a variety of mediums and to a high standard with a diverse range of people and audiences at different levels of understanding and ability.	<b>I</b>
3.	Able to work effectively with other staff members, volunteers, and key stakeholders as appropriate.	<b>A</b>
4.	Able to demonstrate good digital skills including proficiency with MS Office and social media platforms.	<b>A</b>
5.	Able to demonstrate a high level of attention to detail in all areas of work.	<b>A</b>

### Knowledge

1.	Knowledge and understanding of how to effectively plan and organise events.	<b>A/I</b>
2.	Knowledge and understanding of communications and marketing, and how effective use of these contribute to the fulfilment of an organisation's mission, vision and values.	<b>A/I</b>

### Personal attributes and approach

1.	A commitment towards improving your own knowledge and skills.	<b>A</b>
2.	A commitment towards George House Trust's mission, vision and values and to embrace them within your work.	<b>I</b>





3.	A commitment to equality, diversity and inclusion and challenging discrimination.	<b>A</b>
4.	A commitment to acquiring the skills, knowledge and understanding, through training and other opportunities, to become an expert in income generation.	<b>I</b>

George House Trust will consider any reasonable adjustments requested by applicants with a disability (as defined under the Equality Act 2010) who meet the requirements of the post to be invited to interview, in line with the [Disability Confident](#) scheme.

**George House Trust**

**[www.gh.org.uk](http://www.gh.org.uk)**

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**Charity Number: 1143138**

**Company Number: 07575379**

