



RECRUITMENT PACK

COMMUNICATIONS AND ENGAGEMENT OFFICER

JUNE 2025

INVESTORS IN PEOPLE®
We invest in people Standard





FOR A WORLD WHERE HIV HOLDS NO ONE BACK

GEORGE
HOUSE  TRUST
HIV POSITIVE LIVING SINCE 1985

A Message From

Darren Knight
CHIEF EXECUTIVE



This is an exciting opportunity to join the fundraising and communications team during our 40th year, as we recognise what has been achieved over the last 40 years and continue to provide support to allow people with HIV to thrive.

You will work across the organisation ensuring we speak with one voice and have consistent messaging. This role is essential to ensure we can work towards our mission of a world where HIV holds no one back. Engaging with our supporters allows us to challenge HIV stigma and raise vital funds to support our life changing work.

We are looking for individuals who share our passion and commitment to championing the rights of people living with HIV. If you have excellent communication skills and are confident working with a diverse range of staff and people living with HIV, we'd love to hear from you.

Thanks so much for your interest in this opportunity. We look forward to receiving your application and if you're got any questions about the role, please get in touch.

Darren.

An introduction to George House Trust



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 29 people and we're supported by 150 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.

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 wholly focused on person-centred and individual outcomes so that people can live well.

2,658

**PEOPLE LIVING WITH
HIV SUPPORTED BY
OUR PEOPLE**

“

My life was on the edge. I had a lot going on. I was able to pour everything into the counselling. It helped me so much. Now I am in a very good place, looking forward to the future. KAI

”

An introduction to George House Trust

**£378,656
SECURED
THROUGH BENEFITS,
DEBT REDUCTION
AND WRITE-OFFS
AND GRANTS**

What we do

A big focus of our work is on supporting people with a range of different issues relating to HIV across the whole life course, including support for young people, support for ageing well, supporting people with complex lives, tackling vulnerability, inequality and promoting inclusion.

All of our support is user led, designed with, by and for people living with HIV.

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 and societal 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 in the North West region of England, with a focus on Greater Manchester and Liverpool.

**56
PEOPLE LIVING WITH
HIV SUPPORTED BY
OUR INTENSIVE
SUPPORT WORK**

“

Words fail me to express how much I can thank you. Without you, I don't really know who was going to help me. I can't even thank you enough.

ASH

”

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 support more people.



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:

Our Vision

A world where HIV holds no one back.

Our Purpose

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

Our Values

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 encourage 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.

...plus, many other benefits.

Our team

George House Trust currently has **29** employees. The team is supported by **150** active 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 programme, 'Friends of George House Trust', which is made up of people who are living with HIV, allies and supporters.





HOW TO APPLY

GEORGE
HOUSE±TRUST
HIV POSITIVE LIVING SINCE 1985

How to apply



Please apply by emailing your CV and Covering Letter. We want to know all about what you'll bring to the role, please apply by writing, in MS Word format or Google docs and in no more than 2,000 words, answering the following questions:

- 1 **Why** do you want to work for George House Trust?
- 2 **What** will you bring to the role of Communications and Engagement Officer?
- 3 **Detail your skills, knowledge and experience** in addressing the key areas of focus for the role, considering the criteria in the person specification.
- 4 **How** will the role of Communications and Engagement Officer help us to reach our mission of a world where HIV holds no one back.



All applications must be emailed to recruitment@ght.org.uk in an editable format [Microsoft Word or similar] by 5pm Wednesday 23 July 2025.

If you have any questions about this role or the application process, contact Riona Doidge, by emailing riona@ght.org.uk.

Please DO NOT submit your application as a PDF.

Communications and Engagement Officer - about the role



Job Title:

Communications and Engagement Officer

Hours:

35 hours per week

Contract:

Permanent

Salary:

£28,163 (pay award pending)

Location:

George House Trust

Accountable to:

Head of Fundraising, Communications and Engagement

Terms:

Standard George House Trust Terms and Conditions.

PURPOSE OF THIS ROLE

To raise the charity's profile, strengthen supporter engagement and increase income generation through developing effective communications with all stakeholders.

Principle responsibilities and tasks

- 1 Engage with diverse audiences by developing and delivering content and copy across channels, including social media, email communications and the website.
- 2 Design, develop and deliver compelling supporter communications, ensuring supporters are engaged and thanked and feel part of George House Trust
- 3 Monitor, and evaluate communications outputs, using data, analytics and learnings to grow understanding and engagement with our audiences and reporting on activity.
- 4 Provide support to the Fundraising Manager on events and fundraising campaigns, together with supporting events and engagement across the organisation.
- 5 Work across all teams to ensure we have consistent and clear messaging.

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 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 Trust's 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.

Method of assessment

A = Application **I** = Interview

Experience

1	Experience of developing and delivering communications outputs across multiple channels.	A/I
2	Experience of using software to develop, deliver and monitor communications activities.	I
3	Experience of supporting an organisation and the delivery of events and campaigns for fundraising.	I

Skills

1	Able to think creatively, offering new ideas, concepts and solutions.	I
2	Able to communicate effectively to a high standard using a variety of mediums with a diverse range of audiences and individuals at different levels of understanding and ability.	I
3	Able to work effectively with other staff members, volunteers, and key stakeholders as appropriate.	A
4	Ability to organise and prioritise workload and to work unsupervised.	A/I
5	Able to demonstrate a high level of attention to detail in all areas of work.	A

Personal attributes and approach

1	A commitment towards improving your own knowledge and skills.	A
2	A commitment towards George House Trust's mission, vision and values and to embrace them within your work.	I
3	A commitment to equality, diversity and inclusion and challenging discrimination.	A
4	A commitment to acquiring the skills, knowledge and understanding, through training and other opportunities, to become an expert in income generation.	I

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

75-77 Ardwick Green North

Manchester

M12 6FX

T: 0161 274 4499

W: www.gh.org.uk

 @GeorgeHouseTrust
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