



Job Description & Person Specification

Events & Communications Assistant

Hours: 37.5 (part-time or job share is not available for this position).
Salary: £25,000
Location: Primarily office-based in Hemel Hempstead, with regular travel around the community required and some flexible working offered.
Reports to: Senior Events & Community Fundraiser
Requirement: Access to a car is essential

OVERALL JOB PURPOSE:

Our mission at DENS is to prevent and alleviate homelessness, poverty and social exclusion across the community. We empower individuals through skills development, resilience-building and guidance to take the next positive step in their lives.

DENS Fundraising & Communications Team is high-performing, dynamic and supportive – all working towards a 'one team/one goal' vision, to increase engagement in the community and enlist financial support that enables DENS to help rebuild the lives of local vulnerable people.

This role is integral to the Fundraising and Communications Team achieving this vision and consists of two main areas of responsibility:

1) Events & Community (60% of role)

To support the delivery and growth of DENS' community and events fundraising programme, driving participant recruitment, engagement, income generation and activity logistics.

To provide excellent supporter and volunteer coordination, increasing awareness and support for DENS across the local community.

2) Communications (40% of role)

To support the delivery of DENS' communications activity across social media, email, web and press – creating engaging, on-brand content that drives supporter engagement and growth.

To use insight, collaboration and strong content creation to enhance storytelling, maintain brand consistency and strengthen relationships with supporters and stakeholders.

KEY RESPONSIBILITIES:

General:

- Be an ambassador for the organisation, confidently presenting DENS' key messages to increase awareness of the organisation and encourage people to support our cause.
- Work to agreed objectives and attend performance review meetings and 1-1 meetings.
- Develop and maintain effective working relationships with all staff and maximise on volunteer support.

Events & Community:

- As part of the Event Delivery Sub Team, support the planning and delivery of DENS events by contributing to recruitment of participants, marketing, research and post-event evaluation. For example: distributing leaflets, placing banners, signage and face-to-face promotion.
- Support the logistics of DENS activities and events by leading on key tasks such as load list, kit packing, event set-up, event set-down and kit audit.
- Work with Line Manager and Event Delivery Sub Team, to deliver high-quality donor care, maintaining regular contact to maximise engagement and fundraising outcomes.
- Act as a key contact for community supporters, providing guidance and resources to individuals, groups, schools and organisations to enable them to successfully plan and deliver fundraising activities.
- Work with the DENS Volunteer Coordinator to recruit, train and brief and coordinate Ambassador Volunteers to support various community activities, e.g. cheque presentations, external talks, ensuring all volunteers feel confident and supported in their roles.
- Take an active role in managing and delivering the programme of DENS' presence at local events, working with DENS volunteers to ensure current and consistent messaging aligned with DENS priorities.

Communications:

- Lead the planning, creation and delivery of DENS' social media, producing engaging, on-brand content that drives supporter engagement, conversions and audience growth.
- Stay up to date with emerging social media trends, tools and innovations, ensuring DENS remains at the forefront across all channels.
- Manage the organisation's social media inbox and notifications, responding to queries and engaging with supporters in a timely and professional manner.
- Produce quarterly social media reports, using analytics and insights to evaluate performance, identify trends and inform future content strategies.
- Support the creation and maintenance of website content, including writing engaging copy and making updates to web pages.
- Assist in drafting press materials and contribute to the maintenance and growth of DENS' press contacts database.
- Take ownership of the monthly DENS email newsletter, ensuring content is high-quality, engaging and aligned with organisational messaging.
- Support the planning and delivery of email campaigns and supporter journeys across fundraising and wider organisational activities.
- Ensure consistency in brand, tone and messaging across all communications, acting as a Brand Champion within the organisation.

- Provide messaging and visual content support to the Fundraising team and other departments as needed.
- Build strong relationships across teams to identify and develop compelling case studies, stories and content opportunities.
- Use communications data and analytics to support post-campaign reporting and contribute to board updates.

This list of tasks and responsibilities is not exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required by the Team or Head of Fundraising & Communications.

PERSON SPECIFICATION:

Requirements	Essential	Desirable
Education & Training	A high standard of education	Fundraising or marketing qualification
Knowledge & Experience	Strong IT and computer skills inc. Microsoft Office	Experience of providing excellent customer care Experience volunteering for a charity or in a fundraising environment Experience of using Canva and/or Adobe design apps Knowledge of geographical area
Skills & Abilities	Excellent written and verbal interpersonal skills Ability to manage several projects simultaneously Strong social media skills across mainstream platforms A keen eye for design and consistency Administratively self-sufficient Ability to grasp new skills Ability to build and maintain relationships Confident communicator	Strong organisational and time management skills Video production and image editing skills
Personal Qualities	Enthusiastic, motivated and energetic Professional and friendly approach Confident communicator Can-do attitude, hands-on People-focused Well presented Tact and diplomacy	Passion for the cause Go the extra mile Motivated to make a difference
General	Available to work flexible hours including, weekends and evenings Full driving licence and daily access to a car	

	Ability to lift and move event equipment e.g. erecting gazebos, carrying kit and crates/boxes, putting up and taking down banners, poster and leaflet distribution, driving DENS van, etc.	
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DENS is committed to promoting a diverse and inclusive community, and equality of opportunity so that no job applicant is subject to unfair or unlawful discrimination on the grounds of gender, age, ethnicity, cultural background, faith, disability, sexual orientation, marital status, union activity or political beliefs. We therefore actively encourage and welcome applications from candidates of diverse cultures, perspectives and lived experiences.

How to apply

Read the full **Job Description & Person Specification**.

- **We will not accept a general CV for this role.** Instead, please fill in the **DENS Application Form** and include your **Supporting Statement**. Then submit your application to [**hr@dens.org.uk**](mailto:hr@dens.org.uk)
- We're recruiting on a rolling basis and will close this vacancy once a suitable candidate is appointed. We aim for an August hire for a September start, so **early applications are strongly encouraged**.

Please advise us should you require adjustments to be made for you at interview.