

Pembroke House

Copywriter



Application Deadline: 10am (GMT) Monday 16 September

Interviews: Week commencing 23 September

To apply: complete and submit the [application form](#).

Pembroke House actively seeks and encourages applications from candidates from diverse backgrounds. We actively encourage applications from eligible candidates from global majority backgrounds. We strongly encourage applications from people who live locally, and put a high value on what lived experience of the local area could bring to this role, and the organisation as a whole.

We will offer guaranteed interviews to any candidate who meets the essential person specification AND who also has either a strong connection to Walworth, is from ethnic minority backgrounds or has not accessed higher education.

Brief Description

We are looking for an exceptional writer who can turn complex ideas into clear and compelling written materials for a variety of audiences, from fundraising applications, to donor communications and promotional materials.

Responsible to: Executive Director

Location: Pembroke House, 80 Tatum Street, SE171QR, Walworth Living Room, All Saints Hall, Surrey Square, SE172JU, and surrounding areas. As we are a neighbourhood based organisation we believe it is essential to our work that staff are present in one of our sites in Walworth as much as possible. However we are

Happy to Talk Flexible Working! The types of flexibility that are available for this role are:

- part-time working
- hybrid working
- flexitime
- compressed hours (work their total contracted hours over fewer working days)

Hours of Work: 3 days/wk (21 hrs)

Salary: £34,736 (FTE) paid pro rata for days worked

Contract length: 1 year, with potential to extend

Pembroke House

80 Tatum Street, London SE17 1QR | 020 7703 3803
info@pembrokehouse.org.uk | @Pembroke1885

Role Overview

The Copywriter will play a crucial role in Pembroke House's fundraising efforts and in communicating our work to a range of audiences. This position involves crafting compelling written materials for a range of audiences, including funding applications, annual reports and longer-form external communications. You'll be an exceptional writer, with a passion for storytelling and a proven ability to inspire action through works. And you'll combine these written skills with a proven eye for detail and the ability to see overlapping tasks through to completion.



Pembroke House

Pembroke House is a centre for social action and residential community in Walworth, south-east London.

We were founded in 1885, by students from Pembroke College, Cambridge, as one of the first settlement houses. Shocked by growing poverty and inequality, the pioneers of the settlement movement sought a new approach: taking up residence to live, work and solve problems alongside local communities. We continue to share a building with St Christopher's church, which has its roots in the same student settlement.

For over 130 years, we've been working to bridge traditional divides and unite people – whatever their background or walk of life – in building a better Walworth.

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Registered Charity Number: 1177866 Registered Company Number England and Wales: 10586362

Copywriter

Job description



This job description and person specification outlines the key accountabilities of, and output required from, the postholder as well as skills, qualifications and experience needed in order to carry out the role. It is not a definitive list.

Main Duties and Responsibilities

| | |
|---|---|
| 1 | FUNDRAISING APPLICATIONS <ul style="list-style-type: none">• Research, write, and edit high-quality fundraising applications tailored to the requirements of various funding bodies, foundations, and partners.• Collaborate with programme managers and other team members to gather relevant information, data, and success stories that support funding requests.• Ensure that all proposals are aligned with the charity's mission, objectives, and strategic priorities.• Develop and maintain clear cases for support across Pembroke House's activities that can be used for various purposes• Manage multiple proposals simultaneously, ensuring timely submission and compliance with funder guidelines.• Copy-edit and provide feedback on applications to trusts & foundations written by other members of the team. |
| 2 | DONOR COMMUNICATIONS <ul style="list-style-type: none">• Write persuasive donor appeals, thank-you letters, and follow-up communications that effectively convey the importance of continued support.• Develop content for donor reports that clearly articulate the impact of their contributions and the outcomes of funded projects.• Support the Pembroke House team to craft cases for support and campaign messaging that resonates with potential donors.• Draft the charity's annual report, coordinating with the wider team to gather relevant material and case-studies. |
| 3 | PROMOTIONAL MATERIALS <ul style="list-style-type: none">• Create and edit promotional content for various platforms, including our websites, social media, and long-form project reports.• Produce compelling case-studies and snapshots of our work for a variety of purposes.• Ensure consistency in the charity's voice and messaging across all communications.• Work closely with design contractors to produce print and digital materials that enhance the charity's brand and message. |

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| 4 | <p>OCCASIONAL DUTIES</p> <ul style="list-style-type: none"> • Attend special events organised by Pembroke House which may be during the evenings or at weekends. • Complete other tasks commensurate with the level of the role |
| 5 | <p>OTHER</p> <ul style="list-style-type: none"> • Take part in weekly and monthly meetings of all staff or smaller project-based teams helping foster effective team-working and a coherent approach across all our activities. • Contribute to developing the learning framework for our organisation as a whole by taking part actively in discussions and learning days. • Take part in the life of Pembroke House by mucking in when a team effort is required to get something done. • A commitment to the Equal Opportunities Policy of Pembroke House • May be asked to act as First Aider and Fire Marshal |
| <p>The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment. Pembroke House reserves the right to change the duties detailed in this job description to reflect changing circumstances. Changes will be introduced following discussion with the post-holder.</p> | |
| Job Description prepared by | Mike Wilson |
| Date | 21 Aug 2024 |

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Person Specification



Who we're looking for

We're looking for someone with a skill for turning complex ideas into clear, compelling narratives that resonate with different audiences and inspire action. You will be detail-oriented, able to manage multiple projects and deadlines with ease. A natural collaborator with excellent research skills, you'll be motivated by making a positive impact and to support our mission through your gift for writing.

| | Tested at |
|---|-------------------------|
| Experience - Essential | |
| Proven experience in writing compelling narratives for a variety of audiences, (can include voluntary experience) | Application |
| Experience managing multiple complex writing tasks through to completion | Application |
| | |
| Experience - Desired | |
| Bachelor's degree in English, Communications, Marketing, Journalism, or a related field. | Application |
| 2+ years of experience in professional copywriting. | Application |
| Experience with Content Management Systems (e.g. Wordpress) | Application |
| | |
| Personal Attributes - Essential | |
| Exceptional writing and editing skills, with the ability to convey complex ideas clearly and persuasively. | Application & Interview |
| Passion for Pembroke House's mission and a commitment to making a positive impact. | Application & Interview |
| Excellent project management skills and the ability to prioritise complex workloads | Interview |
| Strong research skills with the ability to quickly gather | Interview |

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| and synthesise relevant information. | |
| Confidence in delegating tasks, including to more senior people and those who are not direct reports | Interview |
| High levels of enthusiasm, self-motivation and a self managing 'can do' attitude | Interview |
| Ability to take and act on feedback constructively and swiftly. | Interview |
| | |
| Personal Attributes - Desired | |
| Familiarity with the charity sector and an understanding of funder and donor motivations. | Interview |
| Experience of living in Walworth or the surrounding area. | Application |
| Second language, commonly spoken in Walworth (e.g. Spanish, Somali) | Application |

Special Conditions

- Willing and able to work from the charity's premises - some time working at home may be possible too based on a flexible working request.
- Ability to work occasionally outside of normal office hours including evenings and weekends

For further information about Pembroke House, please visit our [website](#).

If you have any questions about the role then please be in touch with Mike Wilson, Executive Director, at mike.wilson@pembrokehouse.org.uk or Grisel Tarifa, Director of Finance, at grisel.tarifa@pembrokehouse.org.uk

Benefits

Salary: £34,736 FTE per year (pro rata)

Cost of living will be reviewed annually and is currently pegged to the Higher Education single pay spine – a collective agreement negotiated between five trade unions.

Working culture

Many of the team are part-time employees and we all come from diverse backgrounds and experiences – ranging from local and central government and youth & community work, to academia, music, performance and politics. Each

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staff member has a personal development budget to ensure they feel confident in their roles and have space to grow.

Food plays a central and growing role at Pembroke House: when possible we run community lunch clubs, monthly team dinners, healthy breakfasts, and lunches. We also do team trips to shows and exhibitions and offer a staff discount on food and drink at the Walworth Living Room.

We invest in a lively office culture, and support our staff to work flexibly when this can be accommodated. No-one at Pembroke House is confined to a desk or computer — everyone chips in with projects, events and activities.

We subscribe to a generous cycle to work scheme as well as an electric car leasing scheme.



Leave

We want to support our staff as best we can, and recognise that time away may be needed for different reasons.

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Annual Holiday Leave: 28 days paid annual leave per annum (pro rata), plus the standard Bank and Public Holidays and three discretionary days between Christmas and New Year.

The leave year begins on 1 April. During the first year of employment, you will be entitled to annual leave on a pro rata basis

Sick leave: Once staff have passed probation they are entitled to our enhanced sick leave policy

Dependency Leave: We know that balancing work with caring responsibilities is hard, which is why we have a policy that allows for some time off to support this.

Compassionate Leave: When serious and life changing events happen, our compassionate leave policy allows for time off to process and recover.

Pension

A 5% employer's contribution to the pension scheme is offered, subject to qualifying criteria.

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