# Steph Martin Marketing portfolio

"With nearly 15 years of expertise gained from working on comms for community-focused businesses and third and public sector organisations, my projects have ranged from the fun, to the serious and confidential.

"Many projects have been worth millions of pounds, with direct audiences of over 60,000 people."



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"Steph is a great comms expert with super attention to detail and ability to put herself in the shoes of a target audience and focus on what they want and need. She's hard-working, methodical in approach but also extremely creative. She was a huge asset at SNG and her colleagues and stakeholders have always given glowing feedback."

Andrea Marchetti, Head of Customer Communications, Sovereign Network Group (SNG)



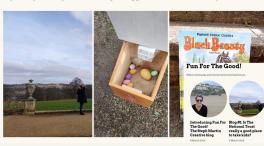
## **Blogging**

I run my own blog called **Fun For The Good** - where community and charity meets travel and leisure. It mainly focuses on the fun aspects of charity and community, with a more serious note at times.

#### www.stephmartincreative.com/funforthegood

### Is The National Trust really a good place to take the kids?

My family-friendly take on Europe's biggest conservation charity



### My top six favourite examples of community in books and TV

From a pioneering family in 19th-century America, to wheeling and dealing in 1980s England, why I always come back to these community-centred stories.



### Can side hustles give you extra cash to support charities and your community?

The saying "charity begins at home" feels more relevant than ever. But could I use side hustle money to support good causes? Let's find out...















# Campaign planning and management

#### Case study SNG #iwill Fund



#### SNG #iwill Fund grants 1.0

The SNG #iwill Fund 1.0 awarded grants to organisations delivering projects that offered new opportunities for young people to get involved in youth social action in our communities.



#### SNG #iwill Youth Network

The SNG #iwill Youth Network is open to any organisation with an interest in youth social action to make connections, share best practice, and come away with new skills and ideas.



#### The SNG #iwill Fund

The SNG #iwill Fund Programmes are investing £1.5 million in creating opportunities for youth social action and a platform for youth voice.

Working closely with G15 housing association SNG's Community Investment team, the National Lottery and hundreds of charities across the South of England and London, I ran promotion for the SNG #iwill Fund campaign, which aimed to give young people a voice.

Spanning years, the campaign covered multiple different funding programmes (worth £1.5m) and also established the SNG #iwill Youth Network.

Working with a small budget and making sure to follow the strict communications protocol from the National Lottery, I helped the team realise their objectives of:

- Raising awareness of the SNG #iwill Fund with charities, community groups and local partners
- Gaining hundreds of funding applications
- Distributing £100ks grants that supported the Fund's aims
- Establishing SNG as a credible funding partner for future partnerships

This was achieved through strong collaboration and communication with the Community Investment team, utilising digital comms channels including web, e-newsletters, Facebook advertising, press releases, webinars and social media. I also supported them with photo and film production, working closely with trusted photographers and filmmakers. Read more about the Fund at <a href="https://www.sovereign.org.uk/sovereign-iwill-fund">www.sovereign.org.uk/sovereign-iwill-fund</a>.





## **Testimonial** SNG #iwill Fund

"It was a pleasure working with Steph on the SNG #iwill Fund. Her creativity and expertise in comms were invaluable in helping us showcase the impact of our work in engaging and accessible ways, as well as promoting opportunities across all platforms for both organisations and young people."

Eden-Marie Joliffe | SNG #iwill Fund Manager

## Charities, funders and community groups

Throughout my career, I've worked with many different not-for-profit groups, funding and charitable partners, including:



#### National Lottery Community Fund

I planned and executed the 2022-2024 campaign for the SNG #iwill Fund, worth £1.5m, in partnership with the National Lottery.



#### **Pals West Berkshire**

I loved <u>volunteering</u> with this charity for children and young people with physical disabilities, supporting them with promoting their cause.



#### The Good Exchange

I marketed many <u>grant rounds</u> to groups and charities in Berkshire, Hampshire and Oxfordshire, in partnership with The Good Exchange.



#### Crowdfunder

During SNG's partnership with the UK's number 1 fundraising platform, I promoted 100ks funding opportunities for community groups and charities.



#### Shout

At SNG, I ran a digital and print campaign to promote this free, <u>text</u> <u>message service</u> for residents and staff struggling with mental health.



#### **The Blagrave Trust**

This <u>campaign</u> focused on funding projects that helped prevent youth homelessness and elevate young people's voices.



#### <u>UK Government Shared Prosperity</u> Fund

I promoted the <u>Skills4Work</u> programme, partly backed by the government, for those looking for employment in Hampshire and loW.



#### **Your Own Place**

In partnership with this CIC, I coordinated a <u>campaign</u> to reach people at the top of the housing list who needed help securing a tenancy.



#### Tpas

I have spent a decade working on tenant engagement comms, liaising with Tpas for their expertise and guidance in giving tenants a voice.

"It was a pleasure working with Steph. She was instrumental in helping raise the charity's profile and increase social media engagement." **Helen Randall, Manager, PALS West Berkshire** 

## Copywriting

I write long and short-form copy on many different topics, in both digital and print.

I have particular experience in writing about:

- charities and community groups
- community investment
- cost of living
- customer engagement
- domestic abuse
- events and webinars
- family activities
- grants and funding
- housing and homelessness
- life with physical disabilities
- small businesses
- social housing
- travel
- young people

#### Cooking for causes

I made recipes from three charity cookbooks - here's how it went...



#### Is the National Trust really a good place to take the kids?

8 March 2025

Here's my family-friendly take on whether the sites from Europe's biggest conservation charity, National Trust, are a good place for all ages to visit.

Read more



Customer annual performance report 2022/23



#### Welcome to our service update

working in a new way. We now have ten localities teams, who Our centralised Customer Service Management Centre work alongside each team. For more information on ou localities please visit www.sovereign.org.uk/



#### Cost of living

Network Homes proposing to come together. In June you can give your feedback

#### Our latest resident report ead highlights of our performance

Quarter 4) by visiting www.squereig Our Anniversary survey is live

#### month they started their tenancy with us

Cars and vehicle

problems such as abandoned vehicles

obstructive parking, people repairing

vehicles or speeding/dangerous

issues

Find out more

#### The weather has finally been getting

warmer but costs are still high. Visit www.sovereign.org.uk/col for information on cost of living support and ways to save

#### Fire safety Smoke and carbon monoxide detectors

Please check them remilarly to stay safe home www.sovereign.org.uir/safety

Worried about your tenancy? Speak to one of our dedicated Home contents insurance

building but doesn't insure your persona contents? This is why we suggest that all

Don't have good access to the interne

or devices to get online? Our Digital

Inclusion team can help. To find out

more, please call 0300 5000 926 or

You can find plenty of advice on ou

website on what support is available

both nationally and locally, plus lots of

email fidiffsovereign.org.uk Cost of living

money-saying tips.

· Get involved and have your sa

visit www.sovereign.org.uk/residengagement for details.

vieed money and debt advio Find out more at www.sovereign.or

orguk/thriving-communities

www.sovereign.org.uk/employment

#### Winter support from SNG You've received this pack as part of

the SNG winter warm programm We know the cost of living is still a worry, so we wanted to tell you about our free support services.

If you'd prefer to speak to someon then please call 0300 5000 926 and ask to talk to one of the teams below.

If you're worried about debt, benefits or paying your bills and rent then we have support available. Please speak to our Customer Income Advisors and

a personalised service of guidance.

upport and practical help to access



#### Find out more Domestic abuse

A community feel

with additional

Arson and fire setting

Arean and malicious fire setting is

should be reported to the police, but

support their work - and you, if you're

this page also explains how we can

classed as a criminal offence and

Domestic abuse can affect men and women of any age from any culture or religion in a beternsexual or same sex relationship, in a family relationship for not in a relationship at all). Iking with or apart from their

honour' based violence, including forced marriage, modern day slavery or female genital mutilation (FGM)

#### Support available

and support. Domestic abuse is unacceptable a

If you feel you are a victim of any form of dome

Can side hustles give you extra cash to support charities and your community?

As always, if you are noneone else is in immediately use not safe to speak - calls will work if you are not safe to speak - calls  $^{\circ}$  The saying "charity begins at home" feels more relevant than ever. But could I Please also <u>contact us I</u>? or talk to the housing in use side hustle money to support good causes? Let's find out...



custard

WeAre8 - The People's Platform

Assault, violence and

an assault; violent threats; gun or knife

crime: hate crime: or sexual offences.

We also explain more about sources of

Find out more

threats of violence



Paid Cash





Freecash: Earn Money &



## Design and print coordination

As Communications Specialist at SNG, I was in charge of many different design briefs, for both digital and print materials.

Working with in house and agency designers, I facilitated production of everything from small items like leaflets and posters, to complicated, 20+ page reports.

I also collaborated with printers and mail houses to facilitate the production of hundreds of documents, including mailings to more than 60,000 homes and leaflet drops to local areas.









Our offer in action - The Power House, Poole

POWER

2020 with their ambition of delivering a

kickstart their fundraising efforts, lowed by support in identifying funders through National Lottery Reaching

three years. Moving forward we plan to

support further fundraising activity.





#### business start-up

Improving your interview skills Help with self-employment, by

If you live on the Isle Of Wight, are not in any paid work and have the right to work in the UK, our Skills4Work employment programme

## **Editing and proofreading**

I am a skilled editor and proofreader, with experience of reviewing both The application process simple and complicated communications within:

- emails
- leaflets and guides
- letters
- newsletters
- presentations
- reports
- social media content
- subtitles and transcriptions
- web copy

#### Do I qualify for Right to Buy, Preserved Right to Buy or Right to Acquire?

The Right to Buy, Preserved Right to Buy and Right to Acquire are statutory schemes develop. Step 1 - Make an application Government. They have legal requirements which must be met - but if you and your property criteria for one of the schemes you may be able to buy your home. The eligibility criteria are si different for each scheme (set out below), but the exemptions are mostly the same.

Do I qualify for Right to Buy?

Do I qualify for Preserved Right to Buy?

Do I qualify for Right to Acquire?

#### Listening to our customers

new Tenant Satisfaction Measures' (TSMs) would come into effect from Apri

tenants visibility of how well their landlord is performing and to guide its activities to

Introduction to the Sovereign #iwill Fund

Sovereign is acting as an #iwill Fund match funder and awarding grants on behalf of

It's made possible thanks to £54 million joint investment from The National Lottery Community Fund and the Department for Digital. Culture. Media and Sport (DCMS) to support young people to access high quality social action opportunities. The #iwill Fund's £225,000 investment has been match-funded by us, and will be used to support youth social action. This involves activities which enable young people to make a positive difference in their communities, as well as develop their

And, our Sovereign Youth panel, made up of 18-25-year-old residents, will be involved in deciding which projects are awarded grants. They'll be supported by our partner Creative Youth Network (CYN).

We're very excited to launch the Sovereign #iwill Fund, which will invest £450k over the next two years in giving young people a voice in their housing

and community future.

own skills and knowledge We'll do this through: Sovereign #iwill Fund grants Sovereign #iwill Youth Network

#iwil Department for Digital, Custure.

the #iwill Fund through the Sovereign #iwill Fund.

#### Nine customer outcomes





· SNG will only accept application pen). We will not accept electro

but this must clearly show all six

to request an application pack.

- · Once we've received your application we'll let you know. We'll also let you know
  - o if we need any more information from you
  - the date by which you can expect to hear from us with an outcome to your application (whether it has been accepted or denied)
- . SNG have four weeks to respond to your application. This is extended to eight weeks if we need tenancy confirmation from a previous landlord. The deadlines run from the date we receive your
- · At this stage your identification will be verified (along with anyone who is sharing the Right to Acquire or Right to Buy with you). We use a third-party provider of ID checks which is a safe and convenient way to verify your ID. The ID checker provides a secure app that allows you to remotely verify your
- identity and will supply a full list of acceptable ID. . SNG will review the information given in your application form, any supporting documents you
- provide and that we hold, to as: know the outcome of your appl Financial advice and Other money, debt and parties. If this happens, we will I

#### savings advice

If you are struggling with paying outstanding debts and would like to speak to someone about your finances, Income Advisors and supported by our Debt Advice team, can offer our Debt Advice team who can work expert advice on what's right for with you to understand your options. I Advice Plus, who can help you to find

#### Universal Credit and other

in touch please speak to one of our Whether you're new to the world o We also have an arrangement with time, the ins and outs of claiming them can be daunting and confusing Our Customer Accounts Officers service that can help you save mone and Customer Income Advisors car savings on water and sewerage

#### made one before or make sure you're claiming what you're entitled to Call 0300 5000 926 and ask to speak Better Off Calculator

Anyone who's registered on MySovereign can also send us a message through our 'contact us' for

We have lots of information about about the cost of living. Scan the QR org.uk/col

our Better Off Calculator at

Would you like to see how much

benefit you're eligible for? Are you thinking about starting a new job and

vondering how it might impact your nancial situation or benefits?

solution that's right for you. To ge

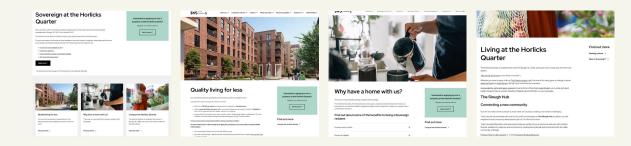






## Marketing

## Case study The Horlicks Quarter



The Horlicks Quarter is a multi-million pound new development at the historic Horlicks factory site in Slough.

I was asked by the social housing provider to create a campaign to support a new way of letting homes for them - for the first time, they would have 100% nomination rights. This meant the local council would not provide candidates from its housing list - instead, we had to market the homes to a new audience, who may have no experience of social housing or familiarity with the provider.

I wrote copy for four webpages, which introduced The Horlicks Quarter, clearly laid out the benefits of renting a home, eligibility rules, how to apply and information on how to become part of an already active community.

Engagement was achieved through local print marketing and Facebook advertising, with the majority of the 3,500 webpage views from Facebook.

Through careful planning, reviewing analytics and evolving the campaign throughout its execution, I helped the Lettings team rent all 102 apartments, securing an annual rent and service charge income of approximately £1m.



## Newsletter writing

During my tenure at SNG, I was in charge of producing the quarterly customer service update, which was sent to over 60,000 homes, in digital, print and other accessible formats, including translations.

#### This involved:

- collaborating with teams across the business to confirm content
- updating associated web copy
- using the Newzapp platform to create the newsletter
- coordinating with print and mailing contractors

I have also worked on local information and charity and community partner newsletters.



### Service update

Issue 6

#### Welcome to our latest service update

We share information with you on some of the services we offer and focus on topics that could be affecting customers.

#### **Engagement survey**

You may receive a short survey asking for your views on how we engage with our customers. Read about how we do engagement now.





#### Free energy saving advice

energy bills and become more

## Photo and film shoot coordination

I've spent ten years organising photo and film shoots for colleagues and customers at SNG, as well as producing a promotional film for West Berkshire charity PALS.

#### My work has involved:

- creating briefs
- organising locations and shoot subjects
- booking photographers and filmographers
- reviewing and selecting final photos
- supporting film editing
- using footage in campaign promotions







## Press releases

I have written and contributed to press releases covering everything from funding opportunities and customer engagement, to new developments and homelessness.

I've helped achieve press coverage across local and industry publications, in digital and print, generating engagement for a multitude of campaigns.

I was also part of SNG's out of hours press team.





#### OBSERVER



Slough's Horlicks Factory site welcomes first residents



# Social media and Facebook advertising

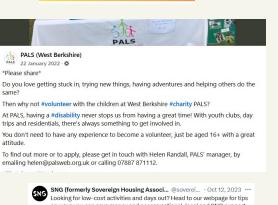
I use social media platforms TikTok, Facebook, LinkedIn, X and Instagram for marketing and campaigns.

I have run highly effective Facebook advertising campaigns, which have directly contributed to the success of many of SNG's funding campaigns and events.

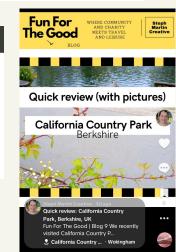
Alongside analytical data directly from each site, I am a confident user of the social media management platform Orlo.













### Get in touch

If you have any questions or think I can support you with your communications, big or small, then please get in touch!

Email me at hello@stephmartincreative.com or visit www.stephmartincreative.com.

<u>LinkedIn</u> | <u>Facebook</u> | <u>Instagram</u> | <u>Pinterest</u>

