

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)

**Steph
Martin
Creative**

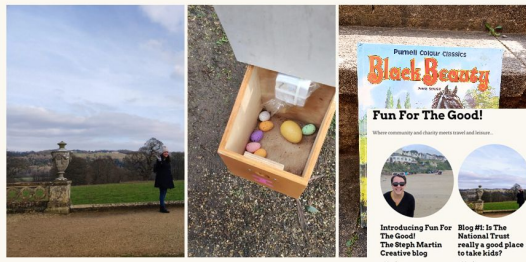
Blogging

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



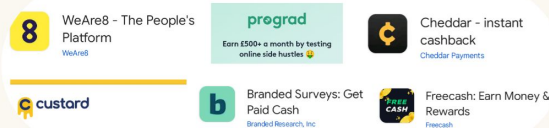
My top six favourite examples of community in books and TV

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 www.sovereign.org.uk/sovereign-iwill-fund.



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 [volunteering](#) with this charity for children and young people with physical disabilities, supporting them with promoting their cause.



The Good Exchange

I marketed many [grant rounds](#) 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, [text message service](#) for residents and staff struggling with mental health.



The Blagrove Trust

This [campaign](#) focused on funding projects that helped prevent youth homelessness and elevate young people's voices.



UK Government Shared Prosperity Fund

I promoted the [Skills4Work](#) programme, partly backed by the government, for those looking for employment in Hampshire and IoW.



Your Own Place

In partnership with this CIC, I coordinated a [campaign](#) 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**

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Copywriting

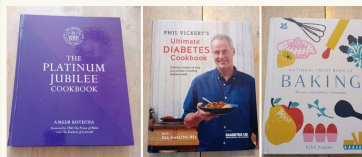
I write long and short-form copy on many different topics, in both digital and print.

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

Since April, we've been working in a new way. We now have ten localities teams, who provide quality, local services. Our centralised Customer Service Management Centre work alongside each team. For more information on our localities, please visit www.sovereign.org.uk/about-us.



Want to receive this by email?

Phone call
0300 5000 926
to update your contact details.

Proposed merger with Network Homes

Sovereign and Network Homes are proposing to come together. In June we'll contact all customers with more information about this, and explain how you can give your feedback.

Cost of living

The weather has finally been getting warmer but costs are still high. Visit www.sovereign.org.uk/cost-of-living for information on cost of living support and steps to save money.

Fire safety

Smoke and carbon monoxide detectors save lives

Please check them regularly to stay safe and get in touch if you have a fault burning appliance but don't have carbon monoxide (CO) detectors in each main part of your home. www.sovereign.org.uk/safety

Home contents insurance

Did you know that Sovereign insures your building but doesn't insure your personal contents? This is why we suggest that all

Our services

- Get involved and have your say - visit www.sovereign.org.uk/feedback for details.
- Need money and debt advice? Find out more at www.sovereign.org.uk/money-and-debt
- Want to invest in your community? Read about how you can help www.sovereign.org.uk/involve-communities
- Did you know we offer employment or business start up support and grants? www.sovereign.org.uk/employment-and-grants
- Worried about your tenancy? Speak to one of our dedicated Customer Support Advisors by calling 0300 5000 926.

A community feel, with additional

Arson and fire setting

Arson and malicious fire setting is classed as a criminal offence and should be reported to the police, but this page also explains how we can support their work – and you, if you're affected.

[Find out more](#)

Assault, violence and threats of violence

Advice on what you can do to report an assault, violent threats, gun or knife crime, hate crime, or sexual offences. We also explain more about sources of support.

[Find out more](#)

Cars and vehicle issues

Our information may help to resolve problems such as abandoned vehicles, obstructive parking, people repairing vehicles or speeding/dangerous driving.

[Find out more](#)

Domestic abuse

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

The abuse could be physical, psychological, sexual, financial or emotional, or could be in the form of "honour" based violence, including forced marriage, modern day slavery or female genital mutilation (FGM).

If you feel you are a victim of any form of abuse and support, Domestic Abuse is unacceptable or

[Support available](#)

As always, if you or someone else is in immediate danger, call 999. If you are not safe to speak – call 999. Please also [contact us](#) or talk to the housing team if you need support and advice.

Emergency close page

Need to close the page quickly? Warning: won't remove your browsing history from your device.

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

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8 WeAre8 - The People's Platform
[Watch](#)

prograd
Earn £100+ a month by testing online side hustles

Cheddar - instant cashback
[Cheddar Payments](#)

custard

Branded Surveys: Get Paid Cash
[Branded Research, Inc](#)

Freecash: Earn Money & Rewards
[Freecash](#)

Steph Martin Creative

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 in 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.



Skill4Work

If you live on the Isle Of Wight, are not in any paid work and have the right to work in the UK, our Skill4Work employment programme might be for you.

For details on the Isle of Wight programme visit www.sovereign.org.uk/skill4work

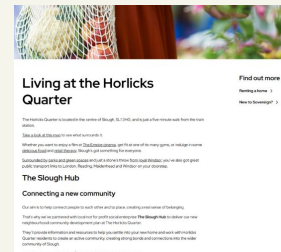
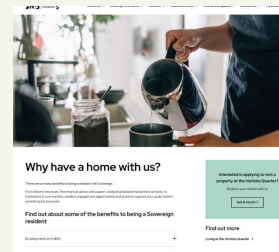
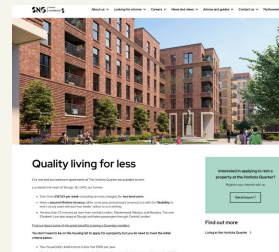
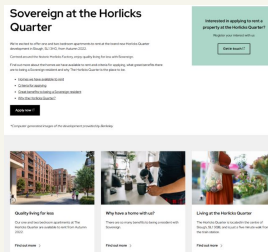
Steph Martin Creative



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.

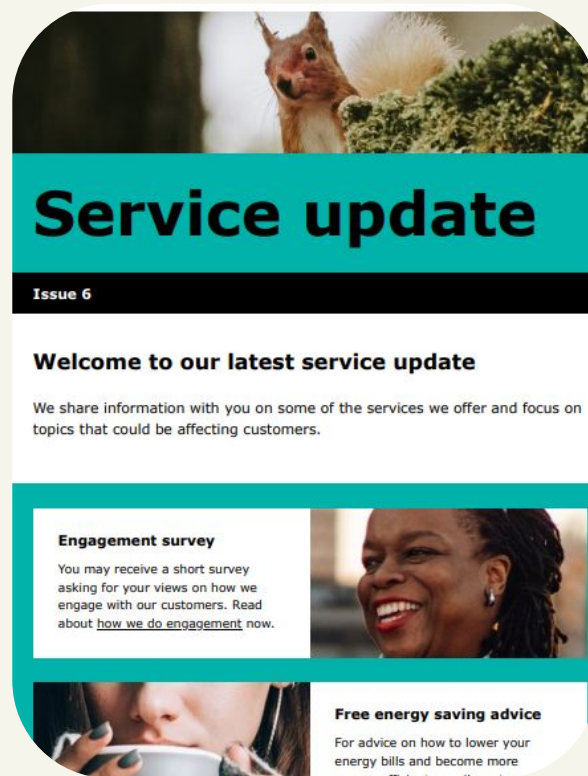
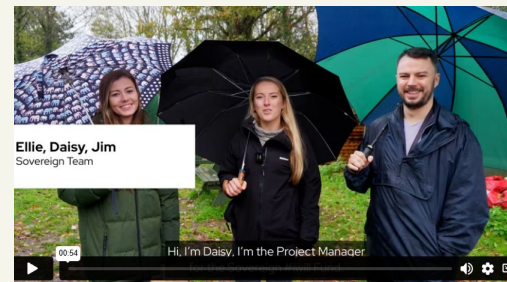


Photo and film shoot coordination

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

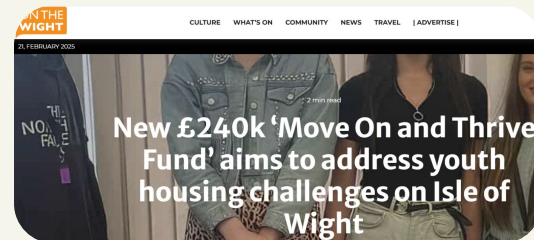
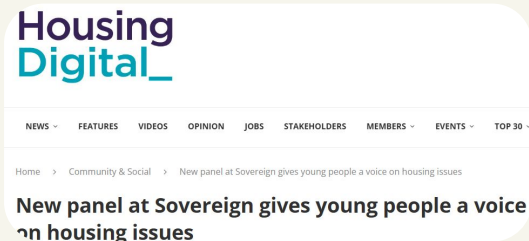


Press releases

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.

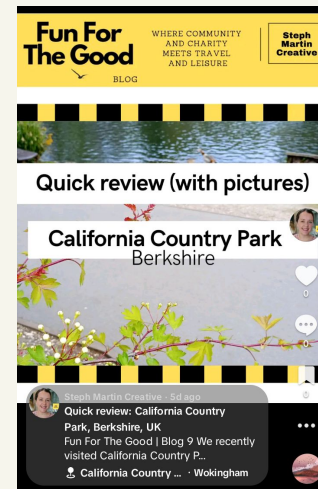
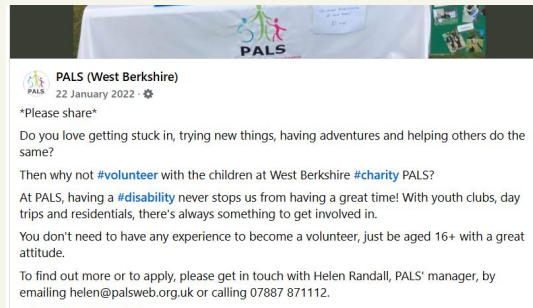
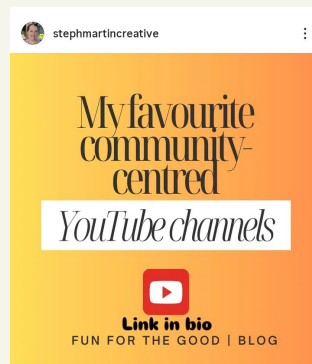


Social media and Facebook advertising

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.



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Creative**



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.

[LinkedIn](#) | [Facebook](#) | [Instagram](#) | [Pinterest](#)