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| **Job Profile** |
| **Job Title** | **Communication and Fundraising Manager** |
| **Hours per Week** | 37 |
| **Salary** | £23,354 - £27,616 FTE (dependent upon experience) |
| **Responsible to** | Head of Business Development |
| **Responsible for** | Volunteers (dependent upon workload) |
| **Service/Team** | Business Support and Senior Leadership Team |
| **Job Number** | GEN-HR-025 |
| **Base/Location** | 38 Leicester Road, Loughborough, LE11 2AG |

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| **Job Purpose** |
| The post holder will have responsibility for delivering The Bridge (East Midlands) communications and fundraising strategies. They will be focusing on promoting the organisation’s vision and mission to attract new and long-standing supporters and grow the organisation’s earned income streams.The post holder will be an innovative thinker, who utilises a creative approach, which will ensure that the public are engaged with the work of The Bridge (East Midlands). The post holder will use the lived experiences of our clients, to inspire volunteers, donors and other stakeholders to become passionate, long term supporters of The Bridge (East Midlands). |

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| **Main Duties and Responsibilities** |
| **Communication Responsibilities** |
| * To build The Bridge (East Midlands) regional profile, and inspire the community to become supporters
* To increase the use of social media, in line with campaign objectives (service awareness & footfall, fundraising, homelessness awareness), and the organisational objective; to grow supporter audiences.
* To liaise with, and build strong relationships with local news outlets
* To produce and manage the distribution of content in relation to The Bridge (East Midlands) fundraising campaigns and good news stories
* To manage The Bridge (East Midlands) website
* To coordinate the development of new photo/video opportunities identified by The Bridge (East Midlands)
* To manage relationships with The Bridge (East Midlands) Graphic Designer, Printer and Web Developers to produce and deliver marketing material
* To manage the Marketing & Publicity Budget
* To provide quarterly reports to The Board of Trustees including Google Analytics, Social Media analytics, and any additional analysis from other campaigns (i.e. Google AdWords).
* To regularly engage with supporter organisations to deliver informative, poignant and engaging presentations to generate support and income
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| **Fundraising Responsibilities** |
| * To support the Head of Business Development with the achievement of the organisation’s Strategic Objective: ‘We will develop an effective and sustainable funding model’
* To generate unrestricted income against robust fundraising targets for the organisations core costs: writing effective Grant and Trust Fund applications, Community Fundraising through imaginative events, and creative online appeals.
* To support the Senior Leadership Team with grant and tender applications (restricted income) by contributing well written method statements which are creative, informative and concise
* To develop fundraising relationships with small and local businesses to generate new, regular, and one-off donors
* To provide monthly progress reports to the Head of Business Development
* To manage and regularly update The Bridge (East Midlands) donor database and Relationship Management System (e-Tapestry)
* To identify and trial new methods of generating income for The Bridge (East Midlands)
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| **General Organisational Duties** |
| * To comply with, and adhere to, The Bridge (East Midlands) Quality Management System (QMS) and ISO 9001(15)
* To take responsibility for producing your own correspondence
* To take engage with, and contribute in, your own Training and Continual Professional Development
* To embed and exhibit The Bridge (East Midlands) Values and Ethos in your work
* To take responsibility for your own health and safety and that of others in line with The Bridge (East Midlands) Health and Safety Policy
* To undertake other duties as required by the Chief Officer to ensure the smooth running of The Bridge (East Midlands)
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| **Special Factors** |
| * This role is required to work occasional evenings and weekends
* This role requires a full driving licence and a car
* This role requires a Degree and/or a formal Fundraising/Communication Qualification
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| **Person Specification** |

The following criteria define the relevant knowledge, experience, skills and abilities which a candidate will need to demonstrate throughout the recruitment process. The criteria will be assessed at different stages including Application (A), Interview (I), Test (T) and/or Presentation (P).

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| **No.** | **Criteria** | **A** | **I** | **T** | **P** |
| 1 | Substantial, proven experience of formulating and delivering creative and successful campaigns | X | X |  |  |
| 2 | Proven success in securing substantial amounts of income from various sources | X | X |  |  |
| 3 | Substantial experience of effective researched networking, with a broad range of stakeholders | X | X |  |  |
| 4 | Substantial experience of confidently delivering fast paced, informative and persuasive presentations  | X |  |  | X  |
| 5 | A working knowledge of Windows operating systems & software, including Microsoft Office and other databases including e-Tapestry | X |  |  |  |
| 6 | The ability to develop and deliver innovative and effective fundraising ideas against tight timescales | X | X |  | X |
| 7 | Impeccable planning and organisational skills, with the ability to use your own initiative and manage multiple work streams | X | X |  |  |
| 8 | A high-level commitment to ensuring that the organisation’s values are embedded in your day to day work | X | X |  | X |
| 9 | Substantial experience of managing multiple corporate social media accounts and driving forward improvements | X | X |  |  |
| 10 | Highly effective written and spoken communication skills, capable of winning support for The Bridge’s mission, vision and services | X | X |  | X |
| 11 | The ability to translate our clients lived experiences into effective, empathetic and compassionate messages and campaigns |  | X |  |  |
| 12 | Experience of developing a supporter journey with a strategic approach to communications |  | X |  |  |
| 13 | Experience of working with the media to raise awareness and the profile of an organisation |  | X |  |  |
| 14 | A formal qualification in fundraising and/or communications and marketing | X |  |  |  |

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| **Document Control** |
| **Prepared by** | Paul Snape | **Date** | 07/08/2018 |
| **QMS Document No.** | GEN-HR-025 | **Version** | v2.0 |