

Job Description

Job Title: Fundraising and Communications Manager

Salary: £33,000 FTE
4 days a week (28 hours) pro rata, flexible working hours

Responsible to: Chief Executive

Main Purpose:

- To implement Positively UK's fundraising strategy - generating income through corporate fundraising, charitable trusts and individual giving
- To support the implementation of the Communication's Strategy - raising the organisation's profile with key stakeholders including service users

Main Duties and Responsibilities:

Funding

- Contribute to the development and implementation of Positively UK's fundraising strategy to increase income from both corporates, individual giving and charitable trust foundations
- Co-ordinate Positively UK's fundraising steering group of staff, trustees and volunteers
- Maintain accurate and up-to-date information on all submissions, grant-funded projects and donors, responsible for ensuring that all relevant databases (Salesforce) and electronic and paper filing systems are kept up to date and developed where possible
- Produce regular fundraising activity reports to track and monitor progress

Grant Applications and Management

- Research and identify potential donors and their priorities
- Compile and submit funding applications in line with funder requirements
- Keep informed of the details of grant agreements and ensure that core and programme teams understand and adhere to them
- Maintain and develop good relationships with donors

Funding Administration

- Be the first point of contact for external stakeholders and staff for all fundraising queries
- Process and manage individual donations through CAF giving; including Gift Aid claims
- Reconcile income of donations and gifts with administrator
- Ensure compliance with legislation and The Funding Regulator's code of best practice

Major Donors and Events

- With Chief Executive identify opportunities to engage Positively UK with present and potential donors and in order to retain and increase individual donations
- Prepare information for donors targeted to their specific requirements and need including written information and presentations
- Ensure the smooth running of all fundraising and publicity events, liaising with relevant external and internal parties

Communications:

- Support the management team in the implementation of the Communications Strategy
- Take a lead on the design and production of all communications materials including online, published materials and reports, ensuring everything is produced in accordance with Positively UK's branding guidelines
- Maintain Positively UK's Website ensuring the site is accessible to all audiences and up-to-date with service information and events
- Work with staff to maintain Positively UK's social media presence including Facebook and Twitter, and keep abreast of developments and new platforms
- Work with staff and volunteers to generate communications that are relevant and targeted to a range of stakeholders including service users, partner agencies, funders
- Support staff in preparing and gathering materials for events
- Ensure compliance with all legal requirements regarding copyright and use of imagery, including consent for use of names, photos etc.

Internal

- Work with the Volunteer Coordinator to develop and manage a small team of volunteers and interns to contribute to fundraising and communication work.

General Tasks:

- To share with other staff responsibility for providing office cover, including answering the phones, keeping records and statistics and doing own administration
- To carry out all duties with due regard to Positively UK's policies and procedures
- To carry out such other duties and responsibilities as may reasonably be compatible with the objectives and level of responsibilities held by the post
- Attendance and participation in all relevant staff forums as required
- Work constructively with volunteers by supporting, mentoring and involving volunteers in this area of work to achieve the mission and objectives of the organisation

Fundraising & Communications Manager

Person Specification:

Essential

1. Experience

Working within a fundraising environment, particularly corporate donors, individual giving and trusts; Developing communications including online platforms

2. Skills and Abilities

Excellent interpersonal skills with the ability to develop and maintain relationships with individual, trust and corporate donors; Excellent IT skills: database and excel in particular; Numeracy; Strong oral and written communication skills; Research and analytical skills; Ability to organise conflicting priorities and work on own initiative

3. Personal Qualities

Proactive and self-motivated; Accuracy/Attention to detail; Tact and good people skills; Patience; Interest in health and social care; Collaborative and a good team player

4. Education

Degree level or equivalent

5. Attitudes and Values

Commitment to the involvement of people living with HIV; commitment to equal opportunities, ability to work with diverse people; Commitment to personal training and development; Understanding of confidentiality

Desirable

6. Experience

Maintaining and developing web platforms including WordPress; Desktop design systems such as Adobe Creative Suit or similar alternatives; Community and individual giving; Running community fundraising events; Working with volunteers; Working with customer databases in particular Salesforce and Microsoft Access;

Terms & Conditions:

- The post will be offered for an initial 6-months probationary period
- Normal working hours 9.30 am - 5 pm including half-hour lunch each day, flexible hours negotiable for this post; evening and weekend working as required. Time off is given in lieu and there are no overtime payments linked to this post
- All positions at Positively UK policy require a Disclosure and Barring Services (DBS) check
- Holiday entitlement: All English Bank and Public Holidays, plus 30 days annual leave per annum – pro rata for part time staff.

The purpose of this document is to describe the key accountabilities that the person holding this position needs to achieve. It is in no way an exhaustive list of responsibilities of the role: duties and requirements of this role may change as required by Positively UK and the Chief Executive.

SP & GB May 2018