



Zetetick Housing

Job Description

Job Title: Fundraising Manager

Reports to: CEO

Works with internal : Collaborates with Communications Manager ad hoc with communications team

Works with external: Contracted web and market entities on outsourced production of web, email and print media.

Location: Lewes Office (Flexible Office Working)

From flexible working, through health awareness and support for our staff through training, 25+ days holiday and much more we do our best to ensure everyone is able to work in a supportive, dynamic and engaging workspace, fuelled by our Bedrock values that encourage growth and development through kindness and social responsibility.

Job Purpose

The Fundraising and Communications Manager is responsible for promoting and garnering support for Zetetick Housing's charitable efforts, while also meeting set organisational and funding goals.

This role requires a combination of innovative thinking and strong organisational skills, as well as the ability to handle challenging situations with our beneficiaries, navigate complex stakeholder relationships, and adapt to the ever-changing nature of our work.

You will be as happy to meet people face to face or on phone or video calls, giving talks to groups or individuals for Zetetick outreach.

Goals

We will diversify our sources of income by focusing on grant and commercial donations, as well as engaging with our community. Together, we can make a difference and help even more families in need.

Our goal for fundraising and communications is to make a greater impact on the lives of families by expanding our housing and tenant numbers and improving our income to a set target.

We will achieve this by strategically increasing our online presence, social media reach, email marketing, and face-to-face interactions on a measured quarterly basis.

1. Primary Responsibilities

1. Create and implement a comprehensive fundraising strategy and schedule, expanding outreach efforts and cultivating both new and existing support.
2. Tailor communication strategies to target specific audiences and garner support for the cause through targeted profile building.
3. Establish and implement a program for collecting email data.
4. Develop and implement an email communication plan and assist in the creation of an outsourced newsletter strategy for fundraising.
5. Produce visual and written content for both online and offline communications.
6. Design and implement a program for reaching out to influencers.
7. Manage digital fundraising campaigns, including social media and Google paid search, with available training and support.
8. Oversee fundraising on social media platforms, actively engaging with audiences and fostering discussions.
9. Stay informed on current issues related to housing and particularly supported housing, particularly those relevant to ZHC's mission, and incorporate them into fundraising.
10. Create all necessary materials for fundraising campaigns, including developing themes and messaging, researching and sharing relevant topics, and utilizing platforms and managing marketing contractors for newsletters and social media advertising.
11. Contribute to the maintenance and growth of the Zetetic brand.

2. Development and delivery of diversified fundraising activities:

Enhance and maintain consistent and sustainable contributions to ZHC by:

1. Strategically identifying and engaging key donor groups (**Trusts and Foundations/Individual Giving/Major Donors/Corporates**)
2. By creating personalized supporter journeys to encourage support for ZHC, foster satisfaction and trust, and increase involvement, ultimately maximizing their donation potential and long-term value.
3. Assisting in the development and execution of bi-annual fundraising campaigns.
4. Providing effective stewardship to supporters and cultivating relationships through various communication channels, both online and offline, and showcasing impactful stories of our work to strengthen commitment to ZHC.
5. Collaborating with the Comms Manager, Comms Officers and the CEO to conceptualise and implement promotional speaking engagements for the CEO.

3. Meeting fundraising targets by:

1. Collaborate with the CEO, Head of Business Development and Communications Manager to enhance digital fundraising efforts and increase the number of standing orders and one-off donations.
2. Utilise our database to identify potential Major Donors and cultivate relationships with them.
3. Advance the Trust and Foundation pipeline by submitting applications.
4. Manage current corporate partnerships and cultivate new opportunities for lower-level corporate giving.
5. Work closely with the Finance director and Audit Risk and Finance Committee to provide reports and collaborate on fundraising strategies.
6. Encourage and support individuals to participate in challenges and organise third party fundraising events, while also establishing connections with potential donors to expand our network.

Reporting

- Ensure all Fundraising work is accurate and focussed and works to a SMART agenda (Specific, Measurable, Achievable, Realistic, Timely)

- Support SMT and staff across the charity develop relationships with agreed key donors.

4. Communications

Collaborate with colleagues to develop and implement effective fundraising strategies that engage external audiences.

Provide timely and high-quality briefings to senior colleagues for fundraising and donor opportunities, and gather and document feedback from areas of responsibility.

Utilise the appropriate database to maintain accurate records and utilise Simple KPI for reporting purposes, while adhering to data protection guidelines.

Stay informed and participate in community events within our catchment area, or support other staff by providing relevant materials.

Social media strategy

- Work with Head of Business Development and Communications manager on ongoing development and implementation of fundraising within the comms strategy

Magazine

- Manage and work with HRS creative who produce our bi annual magazine to utilise for fundraising.

Personal Attributes:

- Your fundraising strategy will involve a thoughtful and analytical approach, while also showcasing your strong understanding and passion for the work of ZHC.
- You will possess the ability to effectively communicate the reasons behind individual and commercial donations, and make a compelling case for support.
- Your enthusiasm and dedication to the causes you support will inspire key stakeholders to offer their support.
- As a team player, you excel at cultivating and maintaining relationships with both internal and external stakeholders. Your openness to new ideas and proactive, innovative, and creative approach to your work make you a valuable asset.
- You will also be able to:

- Take proactive action and initiative in work.
- Maintain a positive attitude and bounce back quickly from setbacks, demonstrating resilience in the face of challenges.
- Collaborate in a small, dynamic team with limited resources.
- Demonstrate flexibility and willingness to assist others when organisational priorities require it. Work in a sensitive and appropriate manner

| | Requirements: | | | |
|--|---------------|-----------|---------|-----------|
| | Essential | Desirable | CV/Form | Interview |
| EDUCATION | | | | |
| Educated to degree level or demonstrable equivalent qualification | | X | X | X |
| EXPERIENCE | | | | |
| Significant experience at management level of leadership within one of the following: voluntary, public or business sectors | X | | X | X |
| Experience of effective leadership, strategic planning and management of change | X | | X | X |
| Knowledge and experience of achieving income generation through fundraising and diversification of income streams | | X | X | X |
| Significant experience of using engagement to market a charity and charitable services and products through a number of different outlets | X | | X | X |
| Substantial experience of relationship building and collaborative partnership working within the voluntary/ public or private sectors | | X | X | X |
| Demonstrable track record of managing and monitoring performance, working under pressure, to meet organisational objectives and delivery of quality services | X | | X | X |
| Experience of working successfully with a communications team | X | | X | X |
| Experience of budget management | X | | X | X |

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| ATTITUDE & APPROACH | | | | |
| Ability to think, act and communicate strategically and creatively | X | | X | X |

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| A natural negotiator with the ability to influence at all levels | X | | X | X |
| An enabling and engaging manager with real energy and passion for improving the lives of vulnerable people | X | | X | X |
| A self-starter, who possesses a high degree of motivation and positive energy | X | | X | X |
| Full clean driving licence and a demonstrable willingness to get out of the office and meet people | X | | X | X |
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Equal Opportunities

We strive to promote diversity within our staff and encourage individuals from all backgrounds to apply, regardless of race, ethnicity, gender, age, ability, sexual orientation, religion, or belief.

Policies and Practice

The ideal candidate should demonstrate a strong dedication to upholding ZHC's values and mission, while adhering to our policies and procedures, including our code of conduct and safeguarding policies.

Eligibility

This position is only open to individuals who are eligible to work in the UK

TERMS & CONDITIONS OF EMPLOYMENT

Salary: Circa £40 - £45,000 pa pro rata

Pension: Company Contribution NEST Scheme

Hours: 30-37.5 hours office based but on a flexible/dynamic basis if needed

Annual Leave: 25days + B/H pro-rata