

# Job Description – Communications and Fundraising Assistant

## Purpose of the role

**Communications and Fundraising Assistant** assists the **Communications and Fundraising Manager** with the planning and delivery of CASPA's events and community fundraising campaigns and supports with CASPA's communications function and brand management.

## Main Responsibilities

- Assist with planning fundraising events including risk assessments and delivery support
- To support the maintenance of CASPA's website, ensuring it contains high quality, accurate and current content including assisting in the creation of content that showcases opportunities to support the charity, donor case studies, and demonstrates our impact.
- Maintain CASPA's events calendar
- Support the Communication and Fundraising manager to ensure donors are thanked promptly and the necessary follow up is completed.
- Coordinate and track donor and fundraising acknowledgements
- To attend CASPA's fundraising events, as and when required.
- Assisting with high-quality publications, fact sheets and promotional material on CASPA's services and activities.
- To liaise with outsourced partners as appropriate – designers, printers, website management team, suppliers etc.
- Assist in scheduling and maintaining our social media channels in line with CASPA's strategic aims.
- Designing content for social media and print according to CASPA brand guidelines.
- Supporting with communications and fundraising data management on Salesforce and Makerble
- Support individual fundraisers, and provide the resources required to raise funds for CASPA.
- Coordinate delivery and collection of buckets and tins.
- Update website where needed, ensuring content remains current and engaging

- Assist with the CASPA newsletter design and bi-weekly mailing list outputs
- Monitor and keep all external fundraising sites updated (Give as you live etc)
- Support the Communications and Fundraising Manager to develop and maintain CASPA's marketing asset library on CANVA.

## **Person Specification**

The ideal candidate is a creative and passionate self-starter with an eye for detail and engaging design with ability to communicate our mission and purpose through our brand and presence on social media in ways that engage our members, funders and other stakeholders.

## **The ideal candidate will have the following skills, experience and aptitude**

### **Essential**

- Demonstrable knowledge and experience with Canva or a similar platform
- Experience creating creative content for social media channels.
- Good time and task management skills
- Attention to detail and problem-solving skills.
- Excellent written and verbal communication skills.
- Strong organisational and planning skills.
- Proficient in 0365/Sharepoint/Outlook or similar.

### **Desirable**

- Knowledge of issues affecting the autistic community and SEND families.