

Job Description Charity Manager

Responsible to:	Nominated Trustee and Rural Support Manager
Key Relationships:	<p>Internal: Trustees Rural Support Manager and Rural Support Worker(s) Secretary to Trustees</p> <p>External: Land agents/landowners Other agricultural charities especially RABI and FCN Other relevant local charities including health, and well being Local statutory bodies such as NHS, Council, DEFRA, etc</p>
Location	Farm Cornwall office (currently near Penzance but likely to relocate)
Salary	£27,300 to £32,760 for an exceptional candidate
Hours	35 hours per week and occasional evening events

Background

This is an exciting new role with an expansive remit ranging from dealing with calls and administration on one hand to strategic initiatives including the sourcing of funding; developing the new website and social media to reflect the new ambitions and activities of the charity and the creation of effective databases to evidence the impact of the charity on farming beneficiaries. This role is both ‘hands-on’ and strategic, enabling the successful candidate to put their stamp and personality as the ‘backbone’ of the charity on its future development.

This is neither an administrative role nor a strategic role and is a unique role encompassing activities across that spectrum involving both of these skills.

Successful candidates will need to provide evidence of their skills and experiences relevant to fundraising, building effective databases, and creating impact narratives to support fundraising. It will be advantageous to have prior experience in maintaining a WebFlow platform website and its integration with relevant social media channels.

Key priorities

- 1) Be the ‘front of house’ face of Farm Cornwall being accountable for providing an excellent telephone and on-line support service to enquirers; triaging their calls; referring enquiries promptly either to Farm Cornwall staff or other appropriate support and maintaining an accurate log of all calls and follow-up actions. Be an efficient and effective support to the Rural Support Manager and Outreach Worker(s).
- 2) Research, develop and resource new fundraising opportunities, including bids to Trust or grant-making bodies and other organisations to ensure that the charity becomes self-sustainable and in addition develop plans for other income streams by engaging with a wide range of the charity’s stakeholders
- 3) Be responsible for the day-to-day maintenance and evolution of the new website and associated social media, being the charity lead in re-positioning itself as a ‘first stop’ support for the farming community in Cornwall.

Key Tasks

- **Supporting the Farming Community**

- With engagement and support by the Rural Support Manager become skilled in offering at least 'tier 1' level of support to enquirers
- Be proactive in supporting the organisers of the volunteer-led groups (Cornish Ladies in Wellies and Next Generation) and identify further groups that Farm Cornwall might initiate to support the development of the farming community in Cornwall
- Identify new client support opportunities and associated funding potential
- Propose potential projects which might further the Charity's Vision
- Have personal ownership of, and engagement with, the development and sustaining of appropriate databases and their compliance with GDPR etc
- Explore opportunities of registering Farm Cornwall for Gift Aid
- Build relationships with other agricultural charities, and monitor their websites to identify how Farm Cornwall can improve its website and offerings to beneficiaries
- Consider how volunteers could add further resource to the charity eg in administration, marketing, befriending, fundraising, public speaking and promotion
- With the support of the Rural Support Manager build positive relationships with key stakeholders and help identify how closer partnership arrangements might be possible for the benefit of beneficiaries

- **Improving communication**

- Fully maintain and develop the website and associated social media so that these are always current and relevant
- Through data analysis and communication with beneficiaries, create impact stories that show the value of Farm Cornwall to the Farming community and to potential funders
- Continually develop new branded material to promote the charity and its objectives
- Be a strong advocate and ambassador for the Charity by raising the profile of the organisation through website and social media engagement as well as attendance at events
- Support the Rural Support Manager in drafting a regular news bulletin for the website and oversee the production of a printed quarterly newsletter.

- **Support for Trustees**

- With the Rural Support Manager, Finance Officer and Secretary to the Trustees draft a 3-year development plan including a schedule of fundraising opportunities
- Advising Trustees on compliance especially with relevant charity legislation
- Develop and maintain a risk register
- Keep all policies up to date and regularly reviewed by Trustees
- Carry out project work on behalf of either Trustees or Rural Support Manager as requested
- Support the Trustees in developing a succession, recruitment and on-boarding plan for the Rural Support Manager when necessary

Person Specification

Job Title: Charity Manager

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
<p>Experience, attainments and Job Knowledge</p>	<ul style="list-style-type: none"> • Previous experience in a charity or not-for-profit organisation • Possession of a wide range of administration skills • Demonstrable experience of a range of successful fundraising activities within the last 5 years • Good practical understanding of current social media and website applications with Webflow being an advantage • Skilled in the collection of data and its interpretation to provide evidence and improve funding applications • Experience of engaging with beneficiaries to identify and quantify the positive impact of a charity • Have demonstrable evidence of success in developing new services or support for beneficiaries or clients 	<p>Experience in agriculture or the wider farming community</p> <p>Hands on experience of supporting clients with a range of needs including finance, debt, relationships, isolation and mental health</p> <p>Prior experience in a managerial role with a market and/or client development focus</p>	<p>CV</p> <p>Interview</p> <p>References</p>
<p>Attributes</p>	<ul style="list-style-type: none"> • Have a strong commitment to the ethos of the charity and an 	<ul style="list-style-type: none"> • Experience of website development and maintenance 	<p>CV</p> <p>Interview</p>

	<p>empathy with its objectives</p> <ul style="list-style-type: none"> • Self-motivated and proactive with the ability to work both as part of a team and independently • A preparedness to work proactively with the Trustees to increase the reach and impact of the charity's work • Be skilled in current software such as Office 365 in Word, Excel and Power-point • Excellent and effective interpersonal and communication skills • Experience of database management and be skilled in analytical and numerical skills • Strong aptitude for problem solving and applying innovative solutions • Ability to multi-task and adapt quickly to changing priorities • Report/Tender writing experience • Effective record keeping skills 	<ul style="list-style-type: none"> • Experience of Webflow or other website Content Management System 	References
<p>Personal Values</p>	<ul style="list-style-type: none"> • Approachable and open personality • Integrity • Trustworthy • Empathy 		

	<ul style="list-style-type: none"> • Enthusiasm • Resilience 		
Qualifications	<ul style="list-style-type: none"> • Educated to minimum of A level standard or equivalent 	Appropriate degree or other relevant continuous professional development	CV Interview References
Other requirements	<ul style="list-style-type: none"> • Full driving license and use of a vehicle • Vehicle business insurance 		CV Interview References