



## **AtaLoss Head of Marketing and Fundraising**

AtaLoss is a charity with the vision of everyone who has been bereaved in the UK can find timely and appropriate support, to process their loss for their future wellbeing. We aim to change the culture around grief and bereavement: decades of 'death denial' have resulted in much unprocessed loss. We provide timely and holistic support for bereaved people, by signposting them to services and information, and by training and equipping churches to provide community support. *The Bereavement Journey*® – our 7 session programme run by churches - is helping people to process recent and past losses, and to explore the faith questions that naturally arise in death, leading to transformed lives.

The charity has three websites:

**Ataloss.org** is the UK's bereavement signposting and information website. Established in 2017 it provides a comprehensive directory of support services, a library of helpful resources, a live webchat service, and practical information to support bereaved people. It is also widely used by professionals encountering bereaved people in their work. The charity aims for a gold standard in its signposting as a reliable, up-to-date and comprehensive hub of bereavement support nationally. It has won several awards and is planned to be refreshed and upgraded again this year.

**LossandHope.org.** The charity's LossandHope project which began March 2020, trains and equips churches in becoming more 'Bereavement Friendly' and to become catalysts for 'Bereavement Friendly Communities'. Its dedicated website – currently mainly for booking webinars (including supporting children and young people through loss) - is planned to be rebranded and upgraded this year, with increased case studies and resources.

**TheBereavementJourney.org.** This is a 7-session programme of films and peer group discussion, which has been growing rapidly since its update and relaunch in 2023. Already in 330 locations across the UK, it is now spreading around the world. AtaLoss supplies all the materials, trains leaders and helpers, and gives on-going guidance for churches running a course. The AtaLoss team also run the programme nationally online 3 times a year for Holy Trinity Brompton and for those unable to access a local course, where potential leaders can also gain experience.

Having grown steadily since 2016, grief is now very much on the public radar and the charity is frequently being called upon by the media. The success of *The Bereavement Journey*® and potential for AtaLoss have also given rise to funding for a step change for the charity. We are at a pivotal moment, with several new appointments. There is huge opportunity to talk publicly about the difference that bereavement support can make in preventing mental ill-health and other societal issues, and the significant contribution churches can, and are, making.

## Outline of the role

As Head of Marketing and Fundraising you will support the next phase of development of the charity. Assisting the CEO in her increasing ambassador role for the charity, you will work alongside the Core Leadership Team to sensitively bring together the charity's signposting and community support offerings where appropriate, and seek to create the right strategies to raise the charity's profile, increase its messaging and extend the charity's reach, for fundraising and awareness. We are open to the possibility of two part-time roles.

## Key Responsibilities:

This is a new role with scope for it to be shaped around the skills of the successful applicant. Whilst it is full time we are open to the possibility of it being two part-time roles, so please apply even if you have experience in only some of the areas.

### Communications management

- Manage and oversee all external communications (responsive and planned) for the charity in line with our developing brand, values, target audiences and key messages.
- Create measurable strategies, leads and user journeys to drive growth in presence, profile, relationships and income in all areas of the charity's work.
- Develop guidelines for the staff team in all aspects of external communication ensuring coordinated and effective messaging.
- Manage immediate communication opportunities and crises as they arise, communicating effectively with internal and external stakeholders and coordinating swift and effective response efforts.
- Work to ensure all the charity's marketing and fundraising are cohesive and effective.

### Campaign delivery

- Drive the charity's increased presence and media opportunities in TV, radio, digital and print, in both the Christian and secular space.
- Deliver a compelling online presence, on both the charity's websites and social media, especially ensuring strong SEO of Ataloss.org.
- Seek new opportunities for raising profile and developing networks including (subject to funding) marketing campaigns, events, exhibitions and awards, representing the charity personally at events when required.
- Seek and develop relationships with celebrities and high-profile individuals, opportunities as ambassadors and patrons.
- Be a positive representative for the charity's values and work among all stakeholders including church leaders, business leaders, local and national government, high net worth individuals and influencers, and other charities.

### Fundraising

- Lead the development and delivery of an effective fundraising strategy capable of achieving stretching targets across a range of income streams, including philanthropists and corporate partnerships.
- Advise the Core Leadership Team on new fundraising and engagement opportunities that will guide and support the charity in reaching long term financial sustainability.

- Write high return fundraising bids, donor reports, letters, proposals, and donor thanks on behalf of the CEO and charity.
- Create fundraising opportunities for corporate partner staff and charity contacts, and coordinate engagement.
- Develop legacies for sustainability through the charity's partner will writing scheme.
- Oversee the development of committed, regular donor support through the charity's contacts/CRM.
- Support the CEO, Trustees and Core Leadership Team occasionally with dinners, receptions or events for major donors.

### Insight and data

- Develop a database of supporters, donors, and potential funders, maintaining accurate and up-to-date records, with information handled in accordance with the Data Protection Act and GDPR regulations.
- Ensure systematic logging of all media contacts, articles and interviews achieved (with their estimated reach), for reporting and funding application purposes.
- Create systems to assess the effectiveness of campaigns, content and platforms, using data-driven insights on donors and users for driving a culture of continuous improvement.
- Make recommendations for the charity's marketing and fundraising strategy (including SEO and paid digital marketing strategies), based on analysis and qualitative data from donors and users.
- Prepare reports for the Core Leadership Team and Trustees on project targets and outcomes.
- Remain up to date with current marketing trends to influence and remain relevant in a widely competitive third-sector market.

### Team mobilisation

- Contribute with the Core Leadership Team and other staff to the development of the second generation [AtaLoss.org](https://AtaLoss.org) website, to ensure improved user journeys and feedback, increased donations and income through adverts and sponsors where appropriate.
- Contribute with the Core Leadership Team and other staff to the development of a new CRM system for more effective team collaboration, relationship building and contact management including for promotion and fundraising.
- Support the staff team in creating engaging and compelling articles, blogs, videos and graphics, with cost-effective options for outsourcing where needed.
- Create calendars and plans for forward planning of content on social media and other platforms, in line with charity priorities, external factors and events, and the capacity of the team.
- Lead, motivate and coordinate the wider marketing team: Digital Marketing Manager, PR Consultant and Social Media Volunteer.
- Attend team meetings where required, fostering a collaborative and communicative work environment.
- Approach work prayerfully, cooperatively, diligently and flexibly.

## Person Specification

All applicants must be committed to the mission, Christian ethos and values of AtaLoss.

This post is subject to an Occupational Requirement. AtaLoss works closely with churches, and partners with Christian organisations towards the delivery of its aims. The nature of the work requires that this post holder has an active Christian faith under the Equality Act 2010, Part 1, Schedule 9.

We actively support and welcome integration of people from diverse backgrounds to help shape the work and future of AtaLoss.

Qualifications/Training	<ul style="list-style-type: none"> <li>• Educated to degree level</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Minimum of 5 years' experience in marketing and/or fundraising roles – at least some in non-profit, charity, health or bereavement sectors.</li> <li>• Demonstrated ability to effectively engage with diverse high level stakeholders - senior executives, government officials, influencers, and high net worth individuals, and achieve results.</li> <li>• Proven track record of developing and implementing successful donor acquisition and retention and/or marketing strategies and campaigns within the charity sector/non-profit sector.</li> <li>• Experience in managing and leading a marketing team.</li> </ul>
Knowledge & Skills	<ul style="list-style-type: none"> <li>• Excellent relationship building, interpersonal and communication skills, both written and verbal.</li> <li>• Ability to inspire and convey complex ideas clearly and persuasively, and galvanise response.</li> <li>• Proficiency in digital marketing platforms and techniques, including social media, email marketing and online advertising.</li> <li>• Knowledge of copyright, data protection and journalistic law.</li> <li>• Ability to interpret data and metrics to inform marketing strategies and decision-making.</li> <li>• Knowledge of Christian networks, denominations and communication channels.</li> <li>• Knowledge of fundraising principles and practices.</li> <li>• Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.</li> <li>• Budget management experience and able to allocate funds for cost-effective results.</li> <li>• Ability to assess the long-term impact of decisions.</li> </ul>
Person Profile	<ul style="list-style-type: none"> <li>• Commitment to the vision of the charity, with a genuine desire to make a difference for bereaved people and society.</li> <li>• Strategic and creative thinker with a passion for leveraging marketing opportunities to drive positive social impact and increase funds.</li> <li>• Exceptionally well organised, with strong attention to detail and accuracy, particularly in written communication and presentation.</li> <li>• Fast learner, with a curiosity for new systems and opportunities.</li> <li>• Persistent in finding solutions, with adaptability and flexibility.</li> </ul>

	<ul style="list-style-type: none"> <li>• Professional and discrete in handling confidential or sensitive information.</li> <li>• Collaborative mindset, with the ability to build positive relationships both internally and externally.</li> <li>• Able to thrive in a home working environment.</li> <li>• Willingness to travel for meetings, events, or networking opportunities.</li> <li>• Flexibility to respond to early morning PR messages and to work occasional evenings and weekends.</li> <li>• Willing to help when needed in other aspects of the charity's work to deliver success.</li> </ul>
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## Terms and conditions

**Job title:** Head of Marketing and Fundraising

**Location:** We are based in Chichester. Remote working is possible.

**Salary range:** £35,000-40,000 depending on experience.

**Contract type:** initial 2-year fixed term contract with employment expected beyond 2 years.

**Hours:** Full time. 37.5 hours per week (5 days), with the possibility of working flexibly fewer hours or shorter days (minimum equivalent 2.5 days per week). Expectation of working some evenings and weekends with time off in lieu.

**Team(s):** Part of the Core Leadership Team.

**Responsible to:** The CEO

**Responsible for:** The Digital Marketing Manager and Social Media Officer

**Supported by:** The Digital Marketing Manager, Social Media Officer and PR Consultant

Note: This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it.

## How to apply

Please write a covering letter with CV and send as soon as possible to [Yvonne.Tulloch@ataloss.org](mailto:Yvonne.Tulloch@ataloss.org), copy [Kate.Webster@ataloss.org](mailto:Kate.Webster@ataloss.org) - latest by 9am on Friday 14th June, with Head of Marketing and Fundraising in the subject line. Interviews will be held immediately up to Wednesday 19th June. If invited to interview, this will be virtual at a mutually convenient time. If you have any questions about this role or would like to arrange an informal conversation, please email [kate.webster@ataloss.org](mailto:kate.webster@ataloss.org).

If you disclose a disability during your application process and you meet the minimum criteria for the role, we will contact you to discuss any reasonable adjustment you might need at the interview. If you wish to disclose a disability, please do so in your covering letter.