

THE GURKHA WELFARE TRUST



JOB DESCRIPTION

Job Title: Head of Fundraising & Communications

Reports to: CEO

Reports: Major Donor Manager, Individual Giving Manager, Database Manager, Partnerships Manager, Legacy Coordinator, Communications & Digital Coordinator, Events & Community Fundraising Coordinator

Main Purpose of the Job:

Develop, implement and be accountable for The Gurkha Welfare Trust's fundraising and communications strategies to strengthen income streams and increase brand awareness in the UK.

Key Duties and Responsibilities:

Strategic Development and Implementation

- Provide leadership, strategy and direction for the Trust's fundraising, marketing and communications team, comprising 15 in the UK and 3 in Nepal.
- Be part of the Senior Management Team (SMT), contributing to the Trust's wider vision and strategic direction as well as provide updates and reports for the SMT and Trustees.
- Act as the organisational expert on fundraising, marketing and communications issues, providing advice and guidance to Trustees, SMT and other senior staff members.
- Work closely with the Trust CEO and SMT to ensure that fundraising and marketing respond to and reflect the vision and agreed priorities of the Trust.

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Fundraising

- Implement the Trust's five-year fundraising strategy (income c.£14m pa), and be accountable for the delivery of operational plans, defining targets and identifying new sources of income.
- Develop and implement fundraising policies and procedures ensuring all fundraising remains safe and legal.
- Create a donor-centric culture within the Trust, implementing an accurate and robust system to deliver effective supporter journeys across all disciplines.
- Keep abreast of current fundraising trends and standards as well as historic analysis of our own activities to optimise all fundraising approaches.

Communications and Marketing

- Lead the development of the Trust's marketing and communications strategy and annual marketing programme, reviewing them to achieve the Trust's aims and objectives.
- Develop and oversee the Trust's social media strategy, both as a communications and a marketing tool.
- Oversee the Trust's website, ensuring accessible content, a strong visitor experience and increasing donations via the site.
- Oversee the flow of project and general information between Nepal and the UK enabling effective proposals and reports.

Budgeting and Reporting

- Manage the annual fundraising, marketing and communications budgets.
- Work closely with the Head of Finance GWT and GWT(N) Finance team to agree the details and split of unrestricted and restricted projects to be funded each year.

Leadership and Line Management

- Provide strategic direction to all areas of fundraising, marketing and communications, nurturing team members to develop their knowledge and expertise, and maintaining a passionate and engaged group of staff committed to delivering excellence for the Trust.
- Coach, inspire and motivate direct reports and other members of the team as well as providing guidance and direction to deliver their objectives and develop their skills and expertise in their roles.

Undertake any other tasks and duties as reasonably required by the CEO and Trustees.

Head of Fundraising & Communications - Person Specification

Experience	<p>Essential</p> <ul style="list-style-type: none"> • Senior level successful track record in a charity fundraising environment • Developing and implementing strategies and operational plans successfully for fundraising, marketing and communications • Setting, managing, and reporting on six figure+ budgets • Experience of leading and managing a successful team • Experience of brand development and management • Demonstrable experience of shaping organisational objectives • Educated to degree or relevant experience <p>Desirable</p> <ul style="list-style-type: none"> • Project management qualification or relevant experience • Experience of working in the NFP sector, ideally within humanitarian/ Development or military causes • Experience using CRMs
Skills/ competencies	<p>Essential</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills and attention to detail • Extensive IT skills, including MS Office • Confident utilising the Adobe Creative suite • Budget management, financially literate <p>Desirable</p> <ul style="list-style-type: none"> • Strong proof-reading skills • Membership of a relevant professional body
Knowledge	<p>Essential</p> <ul style="list-style-type: none"> • Knowledge of legislation, regulations and best practice in fundraising and marketing • Fundraising, marketing and communication fundamentals • PR techniques and digital marketing (inc. PPC & AdWords) • Branding/style trends and standards • Fundraising and social media landscape • An appreciation of strategic issues – and how marketing can inform them • Using analytics and consumer behaviour to shape activities
Personal attributes	<p>Essential</p> <ul style="list-style-type: none"> • Strong interpersonal and people management skills • Ability to influence and persuade a diverse range of stakeholders • Ability to multi-task, prioritise and solve workloads on own initiative • Strong communication and negotiation skills • Creative thinker, enthusiastic and flexible • Approachable demeanour • Empathy with The Gurkha Welfare Trust cause <p>Desirable</p> <ul style="list-style-type: none"> • Interest in social causes • Interest in Nepal/military