

Fundraising and Communications Manager

Job Pack



Sufra FIGHT
POVERTY
LOVE
COMMUNITY

Registered Charity Number 1151911.

About Us



Photo credit: Digital Island

Sufra NW London is a Community Hub that provides a lifeline to people in crisis – including families living in extreme poverty, refugees and people who are homeless or socially isolated.

Our core work focuses on providing emergency food aid through our Food Bank and Community Kitchen, but these are gateway services that enable our service users (we call them guests) to access a wider range of holistic services and activities designed to address the root causes of poverty.

Our services include:

- Food Banks and a Community Shop
- Community Kitchens and cafes
- Welfare Advice Service
- Asylum seeker, refugee and migrant support
- Accredited training
- St. Raphael's Edible Garden

Our Vision

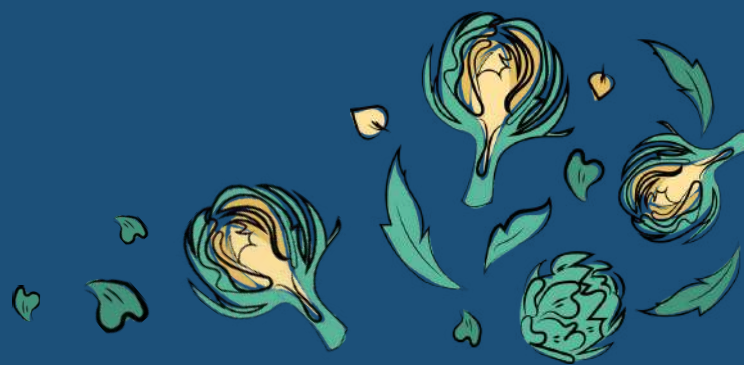
A community united to address the causes and consequences of poverty.

Our Mission

Sufra NW London provides food aid, welfare advice and training to people in crisis, whilst working with the wider community to campaign for an end to poverty.



Photo credit: Digital Island



About the role

Salary: Circa £36,000 per annum (FTE) depending upon experience

Hours: 28-40 hours (we are open to flexible arrangements if a part-time role is preferred)

Contract: Permanent

Annual Leave: 25 days per year plus bank holidays (FTE)

Responsible for: Fundraising and Communications Officer

Location: London Borough of Brent (office based and occasionally off-site), with 1-2 days a week working from home.

This is an immensely rewarding role working in a dynamic charity built on an ethos of sharing, hospitality and inclusivity. We are a small, passionate team driving fast-paced programmes to meet our communities needs in Brent. This is a great opportunity to bring established skills and experience to bear in a local organisation undertaking groundbreaking work in a range of exciting areas.

The Fundraising and Communications Manager will work alongside colleagues with a wealth of experience at Sufra, and will collaborate closely with the local community and a wide range of local partners and donors.



What you will be doing

Main Duties & Responsibilities

Fundraising (approx. 70% of the role)

- Establish, manage and deliver effective strategies for donor management, corporate fundraising and community/digital fundraising, addressing all relevant donor audiences and fundraising methods and techniques.
- Review and improve our Corporate Volunteering package to improve the experience, generate more revenue, and engage new businesses across Brent and London.
- Agree and deliver realistic and achievable fundraising targets in line with the charity's strategic objectives.
- Develop corporate sponsorship packages, develop new corporate partnerships, and manage relationships with existing corporate partners and sponsors.
- Support the development of a donor CRM (Beacon) to track and improve all aspects of individual giving.
- Develop new and existing relationships with individual donors (including high net worth individuals), and establish systems and procedures for stewarding a positive supporter engagement journey and driving high levels of satisfaction and loyalty.
- Support the Fundraising and Communications Officer and other staff in planning and delivering digital appeals and fundraising campaigns.
- Support the Logistics and Partnerships Senior Manager to leverage more Donations in Kind, (with a focus on nutritious food) from new and existing corporate relationships.
- Coordinate annual appeals and develop new community fundraising opportunities in line with our fundraising strategy and budget, working in collaboration with existing staff.
- Lead on the planning and execution of community fundraising events (internal and external).
- Liaise with and support the bid-writing team as necessary.



What you will be doing

Communications (approx. 20% of the role)

- Oversee the development of comprehensive communication and social media strategies to drive impact and positive change in line with our long term strategy; and support relevant staff to ensure the effective delivery of these strategies.
- Champion on-brand messaging that resonates with our target audiences and oversee the coordination and effectiveness of all internal and external communications.
- Work with the wider team to ensure that key impact statistics are identified and communicated consistently and accurately.
- Oversee the design and publication of all high-level communication materials, including key digital/physical content and publications such as our Annual Review; ensuring that all text is engaging, impactful and written to high editorial standards.
- Work with staff to ensure we deliver impactful, advocacy-oriented communications across all services and for key activities and events.
- Lead on PR and build relationships with journalists and media outlets/platforms to amplify our work and influence key audiences.
- Monitor and evaluate the impact of communications, fostering a proactive and positive approach to learning and improvement.

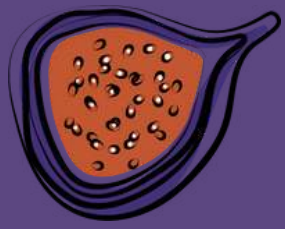


What you will be doing

Other (approx. 10% of the role)

- Provide line management and ongoing support to the Fundraising and Communications Officer.
- Ensure all fundraising and communications activities are expertly planned and executed within budget and meet donor requirements.
- Develop and manage fundraising and marketing budgets and work alongside the Finance Manager to track progress against income targets.
- Develop effective working relationships with colleagues across all departments to foster an environment of collaboration, learning and development to deliver the highest quality communications.
- Produce regular progress reports for the Director and the Board of Trustees.
- Attend external meetings and events as needed to communicate our work to new and existing audiences and potential donors, including in the evening or at weekends if occasionally required.
- Undertake any other reasonable duties to support the operations of the charity.





What we can offer you

Community

- Employee working groups (including advocacy, team togetherness and events)
- Staff away days
- Social activities and community celebrations
- We can offer a friendly working culture and a chance to make a difference to people's lives in Brent.

Learning and Development

- Staff training budget of £250 per year
- Shadowing opportunities to learn about other roles and departments in the organisation.
- Regular staff training.

Pay, Pension and Other Benefits

- Competitive salaries reviewed on a regular basis
- You'll be eligible and auto-enrolled into a pension scheme - we use Nest. Current pension contributions are 4% from employees and 3% employer contribution.
- Death in service benefit

Health and Wellbeing

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.

Holidays

- 25 days of annual leave per year plus public holidays
- An additional day of leave for every year of service, after two years of service (up to a maximum of 5 extra days).

Flexibility

- Hybrid working and flexible working arrangements are possible



How to apply

Diversity and Equality

We're committed to inclusivity and representing the diversity of the communities we serve. We therefore welcome applications from all backgrounds and all sections of the community. We strive to ensure all applicants will be treated fairly throughout the recruitment process.

We can make reasonable adjustments throughout the application process and on the job. If you have particular accessibility needs, please get in touch and let us know any requirements you may have.

Non-graduates are welcome and we offer a wide range of flexible working options including job share, part-time and different start and finish times and hybrid working.

How to apply

- To apply for this role, please submit a CV, Covering Letter (no more than 2 sides) by email to admin@sufra-nwlondon.org.uk, and complete our Equal Opportunities Form.
- More information is available on our website under vacancies.



Photo credit: Digital Island



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