

Job Description

Position Title: Fundraising and Communications Manager

Hours of work	28 hours (part time)
Salary	£31,000.00 - £37,000.00 pro rata depending on qualification and experience
Benefits	28 days annual leave pro rata, plus bank holidays 24/7 emotional and practical support A generous individual training budget to support your ongoing professional development
Contract type	Permanent
Accountable to	CEO
Location	Based across our offices (Aylesbury and Milton Keynes) with occasional home working

Purpose:

To be responsible for the fundraising and communications function of the organisation. The post will be responsible for securing income via individual and community fundraising and charitable trusts and foundations as well as taking initiative to develop and grow into new areas of fundraising to help maintain and grow our services to survivors.

This post will also lead on internal and external communications and marketing to engage with internal and external stakeholders, including communities, donors, grant makers, supporters and professionals who feel as passionately about the need to support survivors of sexual assault and abuse as we do.

This post will be subject to a DBS check. We strive to build a team that reflects the diversity of the community we work in and encourage applications from traditionally underrepresented groups such as people from Black, Asian and minority ethnic backgrounds, disabled people, and LGBTQI+ people. If we can make this easier through accommodation in the recruitment process, please do get in touch by phone (01296 392468) or email (recruitment@saassbmk.org.uk).

Service Background:

Sexual Assault and Abuse Support Service Buckinghamshire and Milton Keynes (SAASSBMK) provides support to anyone over the age of 5, regardless of gender, religion, ethnicity, sexuality or socio-economic background, who has experienced sexual violence.

Services are provided by staff and volunteers across our two offices in Aylesbury and Milton Keynes.

This is a new Manager role and the postholder will have the unique opportunity to develop the fundraising and communications function of the organisation, including considering recruitment of additional fundraising and communications staff and volunteers as the organisation grows.

Main responsibilities:

Fundraising

- To work with the CEO to ensure SAASSBMK has the financial resources to maintain and grow its services.
- To lead on securing funding from charitable trusts and foundations and community/individual givers.
- To co-create a fundraising strategy with the CEO and actively support the implementation of this strategy.
- To proactively seek out and develop new funding opportunities, with an emphasis on chasing opportunities for long-term and unrestricted income.
- To work with the Finance and Office Administrator as well as other colleagues to develop budgets for funding proposals.
- To be the main contact for a variety of funders, donors and supporters, maintaining good relationships and keeping funders and donors involved, updated, acknowledged and thanked.
- To research and identify opportunities for new and successful fundraising events and initiatives, and to coordinate, organise and deliver said events and initiatives.
- To develop and maintain relationships with local businesses to elicit support.
- To manage online giving platforms, such as JustGiving and Vale Lottery.
- To undertake relevant administration relating to fundraising activities and campaigns, including regular reporting to gain an understanding of our supporter profile and fundraising success rates.

Communications

- To lead on the development and maintaining of brand guidelines, ensuring a consistency across all internal and external communications.
- To co-create a communications strategy with the CEO and lead on implementing this strategy.
- To gather information, develop content and deliver monthly internal newsletters to all staff, volunteers and trustees.

- To gather information, develop content and deliver quarterly external newsletters to partners and supporters.
- Create content for social media and other digital channels ensuring consistency in line with brand guidelines, taking an active role in planning and delivering digital campaigns including the 16 Days of Activism.
- Be responsible for the scheduling of our social media channels including Facebook, Twitter, Instagram and LinkedIn and provide community management including responding to posts, sharing content where relevant and engaging with followers.
- To have oversight of marketing information including our website and printed materials, ensuring information is up to date and readily available to our supporters, service users and other third parties.
- To manage low risk press releases and enquiries.
- To raise awareness of SAASSBMK's services by contributing to the organisation's marketing and profile-raising activities including attendance at information events and conferences.

General Responsibilities

- Take an active role in developing the fundraising and communication function of SAASSBMK, including future vision around growing this area of work.
- Monitor, maintain, plan, and prioritise own workload.
- Attend regular line management, training and team meetings and events as required.
- Maintain and improve competencies through continuous professional development.
- Abide by all organisational policies, codes of conduct and practices.
- Actively support and promote inclusion, diversity, and equality of opportunity in the workplace.
- Treat confidentially any personal, private, or sensitive information about service delivery, individual organisations, service users and staff, in line with SAASSBMK's policies.
- Carry out occasional evening and/or weekend work as required.
- Carry out duties as may arise, develop, or be assigned in line with the broad remit of the position to contribute to the smooth functioning of the organisation.



Person Specification

Specification	Essential	Desirable
Knowledge		
Understanding of branding principles and application of these in fundraising and communications activities	X	
An excellent understanding of the fundraising regulatory framework and the principles and importance of supporter stewardship	X	
Knowledge of how to put together a funding proposal under a full cost recovery model, including the creation of a budget		X
A good understanding of the needs of people affected by sexual violence		X
Experience		
Proven track record of successful fundraising of at least £75,000.00 per annum	X	
Experience of delivering successful fundraising events	X	
Experience of using social media platforms, including Facebook, Twitter, Instagram and LinkedIn	X	
Experience of using social media in a professional setting	X	
Experience of creating content on platforms such as Canva		X
Experience of using platforms such as MailChimp to send out mass mailings		X
Experience of managing fundraising volunteers		X
Skills		
Ability to work proactively using own initiative, prioritise work and meet deadlines, with well-developed time management skills	X	
Strong IT skills, including the ability to use Word, Excel, PowerPoint, website builders and databases	X	
Excellent team working skills and ability to build positive relationships with colleagues, partners and other agencies	X	
Excellent written skills with the ability to produce concise and creative content	X	
Good verbal and presentation skills required to build relationships with existing and potential supporters and partners	X	
Ability to travel across SAASSBMK's offices in Aylesbury and Milton Keynes	X	



Personal Qualities		
Kind, compassionate and non-judgemental	X	
Detail oriented and organised	X	
Driven, ambitious and self-motivated	X	
Committed to working within the ethos of SAASSBMK's core values, including the commitment to equality, diversity and inclusion	X	
A positive and creative approach to tackling tasks and problems	X	
Commitment to professional development and willingness to undertake training required for the role	X	