



Hamlin
Fistula UK

Fundraising and
Communications Manager
Recruitment Pack



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Role overview



JOB TITLE: Fundraising and Communications Manager

SALARY: £41,600 (pro rata for part-time role)

CONTRACT: Permanent, 6-month probationary period

CONTRACTED HOURS: 22.5 hours per week. Can be worked as 3 full days per week or split across the week to suit the post holder.

REPORTING TO: Head of Fundraising

BASE: Remote – with quarterly in person meetings usually at Hamlin Fistula UK's office in Selly Oak, Birmingham.

BENEFITS:

Generous annual leave (27 days per annum with one day added for every year of service to maximum of 30 days, pro rata for part time staff), 10% pension contribution, health cash back plan including contributions to eye care and dental treatment.

About Hamlin Fistula UK



Our vision is for every Ethiopian woman to be free of devastating preventable childbirth injuries and have access to quality maternal healthcare throughout her pregnancy. We believe in a world without maternal or neonatal deaths, where every woman is professionally supported through a safe labour that results in the birth of a live, healthy baby.

We exist to raise funds for Hamlin Fistula Ethiopia and our mission is to realise our founder Dr Catherine Hamlin's dream of ending preventable childbirth injuries in Ethiopia by:

- Striving to improve access to professional maternal health care services for Ethiopian women.
- Providing life-changing treatment, free of charge, for Ethiopian women who have suffered preventable childbirth injuries such as obstetric fistula and pelvic organ prolapse.
- Delivering a rehabilitation programme that supports women recovering from fistula to rebuild their confidence and independence and reintegrate into their community.

This is an exciting time to join Hamlin Fistula UK – we have transformative and ambitious plans to increase the funding we provide to Hamlin Fistula Ethiopia to enable them to reach more women across Ethiopia. We are investing in this by adding new roles to our team to support our growth and ambitions.

About the role

The Fundraising and Communications Manager will be responsible for growing income from individual donors, including legacy and in-mem donations and community fundraising. You will work with the Head of Fundraising to develop and execute our individual giving strategy.

With a generous investment budget approved by the board of trustees, this role is ideal for someone dynamic, creative and results-driven. You will have the opportunity to test and iterate a range of fundraising methods in order to achieve ambitious income growth targets.

You will have a passion for fundraising and enjoy all elements of donor recruitment and retention. You will excel at building relationships with supporters and delivering excellent supporter journeys.

You will also take the lead on digital marketing, communicating about our work and fundraising campaigns to new and existing audiences. You will create written and visual content for the website, emails and social media. You will analyse insights and data to drive engagement and growth. You will have significant experience and expert knowledge of digital communications, including organic and paid social media.

Alongside the necessary skills, experience and knowledge, to be successful in the role the postholder will have a genuine commitment to the work and vision of Hamlin Fistula UK.

The post reports to the Head of Fundraising and is part time (22.5 hours a week) with a salary of £41,600 per annum (pro rata). We are open to candidates working remotely from anywhere in the UK and would expect face-to-face meetings quarterly at a minimum (reasonable travel costs covered). Our office is currently based in Selly Oak, Birmingham.

Key tasks and responsibilities

Income Generation



- Work with the Head of Fundraising to develop and execute a strategy to maximise sustainable long-term income growth from individual supporters.
- Lead on developing and executing a strategy to meet income targets from community fundraising.
- Manage income and expenditure budgets related to individual giving and community fundraising. Report regularly against KPIs and budgets for the CEO and Board meetings as requested.
- Recruit and retain individual donors with a focus on digital channels to meet individual giving income targets.
- Plan and deliver regular integrated fundraising appeals, including bi-annual newsletter production.
- Manage third parties e.g. digital agencies to ensure we are getting good value for money and they deliver the results we have agreed.
- Work closely with Hamlin Fistula Ethiopia, and other international partners where appropriate, to produce content for fundraising and marketing materials.
- Ensure donation information and donor activity is accurately recorded on our database (Donorfy).

Key tasks and responsibilities

Digital Marketing and Communications



- Manage the Hamlin Fistula UK website; maintain and update content, optimise landing pages for audiences and campaigns, improve conversion rate of donate pages.
- Manage Hamlin Fistula UK organic social media channels; develop and execute a content plan, schedule, create and post engaging content, monitor and respond to supporters to build our following, analyse results and adjust strategy based on actionable insights.
- Develop written and visual creative for paid social campaigns that inspires and engages new audiences.
- Manage digital agency to run paid social and Google Ad campaigns to meet agreed targets and KPIs.
- Create and edit short-form videos for social media
- Write and design fundraising emails and develop bespoke supporter journeys, track performance and implement improvements based on insights.

Key tasks and responsibilities

Supporter Care



- Work with the Head of Fundraising to devise thanking and supporter care procedures for individual donors and community fundraisers and implement this with the Finance and Supporter Care Officer to ensure our supporters always receive a first-class service from HFUK and feel valued by their interactions with us.
- Support the Finance and Supporter Care Officer to be the first point of contact for incoming communications from members of the public.
- Work across the team to support the delivery of any fundraising or organisational events to deliver objectives.

Other

- To undertake all such reasonable other duties as may be required as part of the role and instructed by the CEO.
- Travel may be necessary from time to time, including to Ethiopia.
- From time to time you may be required to help organise and attend events such as conferences.

In the course of your duties, you may acquire or have access to confidential information which must not be disclosed to any other person unless in the pursuit of your duties.

Person specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Demonstrable experience of working in a similar role, ideally in the nonprofit sector. • Experience of working in a target-led environment with a proven track record of successful fundraising results, delivering against targets and income growth. • Experience of working in a direct response environment for acquisition and/or retention in a charity or other sector with limited budgets and resources. • Experience of handling budgets, monitoring income and expenditure. • Significant experience and expert knowledge of working within digital communications, including website CMS, email marketing, social media management, paid marketing and analytics tools. • Basic graphic design and video editing skills (e.g., Canva, Adobe Premiere Pro, Final Cut Pro). • Experience of content design, creation and optimisation to increase reach and engagement. • Experience of managing relationships with agencies and freelancers. • Knowledge of CRM systems (preferably Donorfy). 	<ul style="list-style-type: none"> • Evidence of keeping up to date with charity fundraising trends, especially individual giving. • Experience of working in a small team with sole responsibility for a funding stream. • Advanced graphic design and video editing skills.

Person specification - continued

	Essential	Desirable
Skills/aptitudes	<ul style="list-style-type: none"> • Excellent level of written and spoken English. • IT literate to a high level: able to use MS packages, Word, Excel, etc. Able to use website content management system (we use Wordpress), CMS (we use Donorfy) and social media scheduling software. • Highly organised, with the ability to take the initiative and manage your own time to meet deadlines whilst managing a varied workload. 	<ul style="list-style-type: none"> • Knowledge and/or interest in global health and international development sector.
Personal	<ul style="list-style-type: none"> • Enthusiasm, energy and flexibility. • Excellent relationship management and stewardship skills, with the ability to work effectively with a wide range of contacts including donors, fundraisers international colleagues, Trustees etc. • Drive, determination and commitment to get things done. 	<ul style="list-style-type: none"> • Commitment to keeping up with key trends and developments in the sector.

How to apply

Please send a full CV and a cover letter of no more than 2 sides of A4 addressing how you meet the person specification outlined above to info@hamlinfistulauk.org.

Closing date: 11.59pm, Sunday 30th March 2025

First-round interview: Monday 7th April 2025 (online)

Webinar

There will be a webinar with the CEO and Head of Fundraising to learn more about the role and ask any questions on Thursday 13th March at 12.30pm. Please sign up and submit your questions by emailing info@hamlinfistulauk.org by Tuesday 11th March. A summary of all questions and answers will be shared with everyone who signs up, in case you are not able to attend the webinar.

We positively encourage applications from suitably experienced candidates regardless of sex, race, disability, age, sexual orientation, gender identity, religion or belief, marital status, or pregnancy and maternity.

We are committed to being as flexible as possible to be responsive to the needs of the right candidate. If you don't meet all the criteria or have questions about the location and travel requirements of the post, please contact us.

Appointment to this role will be subject to receipt of satisfactory references, and proof of right to work in the UK.



Hamlin Fistula UK

Contact us

Email info@hamlinfistulauk.org

Phone 0121 559 3999

Web hamlinfistulauk.org

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