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| <b>Title</b>        | Fundraising and Communications Manager   |
| <b>Reporting to</b> | Chief Executive Officer  |
| <b>Salary</b>       | £31,000 per annum pro rata (£16,534)   |
| <b>Pension</b>      | 5% employer contribution   |
| <b>Contract</b>     | 12 months with possibility of extension  |
| <b>Hours</b>        | 20 hours (ideally across 5 days although this is open to discussion).<br>To facilitate meetings with international stakeholders, up to 20% of hours may be outside of normal UK working times. |
| <b>Annual Leave</b> | 35 days inclusive of public holidays   |
| <b>Location</b>     | Home based from anywhere in the UK (consistent high speed internet access is essential)  |
| <b>Probation</b>    | 3 months   |

## About Us

We're IPWSO, the international umbrella body for Prader-Willi syndrome (PWS) associations around the world.

**We build communities** between people with Prader-Willi syndrome, their families and the professionals who support them to share knowledge and expertise and improve outcomes for people with Prader-Willi syndrome and their families everywhere.

**We want everyone with Prader-Willi syndrome to get equal access** to diagnosis and treatment no matter where in the world they live and to ensure better, more consistent outcomes for people with the syndrome and their families.

**We work to ensure research into the condition works for everyone** and reflects the diverse experiences and environments of those living with the syndrome around the world today.

Our membership comprises PWS associations in 47 countries and we support individual families and professionals in over 70 other countries. We have a staff team of four who work in conjunction with dedicated volunteers from around the world.

## **Job Purpose**

We're looking for a talented and motivated **Fundraising and Communications Manager** who can effectively convey the life-changing impact of our work, motivate our community to donate and fundraise to support our work, and ensure that the information and educational resources we provide reach those who need them most.

## **Key Responsibilities**

### **Fundraising**

- Develop communications content that will invigorate our existing donors and inspire new ones leading to increased giving by individuals to IPWSO.
- Focusing in particular on our website and social media channels, communicate our achievements, impacts and needs with a view to influencing IPWSO's online supporters to make donations and engage in fundraising initiatives.
- Provide outstanding donor care to encourage a high level of retention and repeat donations.
- Work with IPWSO's Fundraising Committee on a variety of fundraising initiatives, which may include a new collaborative global fundraiser to be rolled out in 2025.
- Act as the organisational lead for IPWSO's CRM (Donorfy) and utilise it to improve the donor journey.
- Develop a robust pipeline of case studies for use in our fundraising campaigns.

### **Communications**

- Act as the first point of contact for IPWSO's public email address and social media channels and ensure that timely and appropriate replies are issued.
- Manage IPWSO's social media channels, creating original and engaging posts, and actively engaging with our audiences.
- Manage Google Ad Grant campaigns with an emphasis on growing our supporter base and increasing individual giving.
- Keep up to date with emerging trends in digital communications and social media, and recommend potential new channels for fundraising and audience engagement.
- Maintain and develop the IPWSO website ensuring its security and that it functions both as an effective supporter acquisition tool and a means by which people can easily access information about PWS.
- Produce compelling monthly newsletters and an Annual Report.
- Review and update IPWSO's Communications Strategy in line with its Strategic Plan.

- Uphold and showcase the IPWSO mission and brand.
- Working with IPWSO’s Publication and Communication Committee, oversee the production and design of a range of educational resources for families and professionals.
- Oversee copywriting and proofreading within IPWSO.
- Support IPWSO’s members and liaise with its stakeholders internationally in support of our shared goals.

**General**

- Champion the vision, mission and values of IPWSO internally and externally.
- Comply with all relevant charity and other legislation.
- Uphold IPWSO’s internal policies.
- Act as IPWSO’s Data Manager, ensuring our continued compliance with the Data Protection Act.
- Undertake other reasonable duties requested by the CEO.

**Person Specification**

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| <b>Essential</b>   |
| Significant fundraising experience including planning and delivering successful online fundraising campaigns         |
| A track record of securing donations from individuals  |
| Experience of donor stewardship  |
| Excellent presentation, writing and storytelling skills across a wide range of applications and for varied audiences |
| Excellent proofreading and editing skills  |
| Understanding of organisational branding   |
| Experience managing websites and social media platforms  |
| Excellent organisational skills with the ability to work under pressure and to strict deadlines                      |
| Outstanding interpersonal and communication skills, with the ability to build and maintain positive relationships    |
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| <b>Desirable</b>   |
| Experience using Donorfy or another CRM  |
| Experience using Google Analytics and WordPress  |
| Experience managing Google Ad Grant campaigns  |
| Experience working remotely  |

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| Experience working with volunteers                             |
| Experience working as part of a small team                     |
| Experience working for an international nonprofit organisation |
| Understanding of challenges facing people with disabilities    |
| Design skills, including proficiency in software such as Canva |

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| <b>Essential Personal Attributes</b>  |
| Enthusiasm for IPWSO's work and commitment to its vision, mission and values                                    |
| Confidence and ability to work well with people from different backgrounds from around the world                |
| Highly self-motivated and able to work on own initiative as well as part of a team                              |
| Enthusiastic and positive attitude to work and willingness to learn new skills and support colleagues as needed |

### **How to Apply**

Apply on the Charity Job website and submit a copy of your CV with a covering letter of no more than two pages of A4, describing how you meet the requirements of the role and the criteria outlined in the person specification.

The closing date for the receipt of applications is October 3rd at 5pm UK time.

Although subject to change, we expect to hold interviews by Zoom from October 9th onwards.

For further information, please contact Marguerite Hughes ([mhughes@ipwso.org](mailto:mhughes@ipwso.org))