



Job Description

Job Title	Senior Fundraising and Communications Manager
Department	Fundraising, Marketing and Communications
Responsible to	Chief Executive Officer
Disclosure and Barring Service (DBS) Check Required	Enhanced DBS with Adults Barred List
<p>BACKGROUND INFORMATION</p> <p>My Sisters' House (MSH) provides independent, trauma-informed frontline services to local women of any age. Services are gender-specific, holistic, and community-based, and offer tailored advice, support, information, and signposting, as well as individual casework and group work.</p> <p>The focus is to increase safety, reduce fear and isolation, and, where relevant, to support women who want to develop the skills, experience and confidence needed to fulfil their potential and fully participate in society.</p> <p>Owing to the gender specific nature of My Sisters' House service provision, being female is a genuine occupational requirement under Paragraph 27, Schedule 3 of the Equality Act 2010.</p>	
<p>JOB PURPOSE</p> <ul style="list-style-type: none"> Ensures strategic plans for fundraising, marketing and communications are developed and delivered, using both traditional and emerging methodologies, including the use of AI Leads, manages, and directs the Fundraising and Communications team, and is a member of the Senior Management Team Promotes and implements effective marketing and communications plans, and builds effective relationships with all funders and other key stakeholders 	
<p>SCOPE OF ROLE</p> <ul style="list-style-type: none"> Responsible for all fundraising, marketing and communications activities including budgets and the delivery of all strategic objectives and targets Responsible for all Fundraising and Communications team staff members and volunteers 	
<p>KEY RESPONSIBILITIES</p> <ul style="list-style-type: none"> Promotes the MSH culture of excellence in people care Assists the Chief Executive in the development of specific fundraising strategies as part of the overall fundraising strategy to enable financial targets to be achieved Leads the development of innovative fundraising initiatives that identify and maximise new and diverse opportunities; ensures these create sustainable income streams over the long term, including future investment in the Fundraising and Communications team Develops major gift programmes – including major donors, trusts and corporates - to enhance the fundraising portfolio of income generation activities 	

- Designs and delivers an effective marketing and communications strategy to meet the internal and external communications needs of MSH and to raise the profile of MSH - and its networking and influencing capabilities - in the local community and beyond
- Leads the implementation of fundraising and communications activities within the defined budgetary limits and negotiates costs and sponsorships with appropriate suppliers and companies
- Liaises with the Finance team to ensure efficient and effective budget management, monitoring and control
- Evaluates effectiveness of fundraising activities and conducts relevant market research, and leads the ongoing development of BEACON, the donor management database, to help inform and develop income generation plans and activities, including individual giving, regular giving and lottery
- Leads, builds and motivates the Fundraising and Communications team, providing strong staff leadership and management, and overseeing development and training, to enable individuals to reach their full potential
- Develops and stewards excellent working relationships with external organisations, promoting MSH and maximising every fundraising opportunity
- Ensures the fundraising and communications team members are skilled, knowledgeable and motivated and they continue their personal development within available resources
- Documents and interprets fundraising and marketing activities and campaign results to provide analytical reports at a senior level and make recommendations for strategic improvements in the development of income growth and donor relationships
- Collaborates with the Volunteer Manager regarding the recruitment, support and recognition of volunteers, maximises the use of volunteers in all aspects of fundraising and communications and manages relationships with VIPs
- Represents MSH at public and media events, as required
- Coordinates and collaborates effectively with SMT and other colleagues on all funding and communications projects
- Produces timely reports for the Chief Executive in preparation for Board meetings, and attends Board and Committee meetings, as required
- Manages and monitors the brand identity and key messages of MSH, helps to develop engaging and creative content, and ensures a strong profile and image across all media channels including digital and social
- Evaluates and debriefs PR campaigns and coverage with the team, and identifies learning points for future media opportunities
- Remains up to date with fundraising and communications developments and best practice, and monitors competitor activities within the not-for-profit sector and beyond.
- Ensures all fundraising activities are fully compliant with legal requirements and the relevant statutory bodies
- Ensures MSH's exposure to risk is minimised and appropriate controls and processes are in place to manage any adverse impact
- Challenges the organisation to make continuous improvement
- Undertakes any other reasonable tasks as directed by the Chief Executive.

KEY WORKING RELATIONSHIPS

The main internal and external contacts the post holder will work with includes (but is not exclusive to):

Line Manager and MSH colleagues - To communicate clearly and regularly discussing, reporting and evaluating client safety, support, and care. To work collaboratively to share information and lessons learnt.

Donors and Supporters – To build tailored, effective and long-lasting relationships with all stakeholders

Trustees, volunteers, and clients - To ensure a positive message is communicated about MSH services.

Students across all disciplines - To provide a learning environment by supporting students, where relevant.

PERSON SPECIFICATION: SKILLS & EXPERIENCE

- Educated to degree level (or similar qualification)
- Minimum of five years' experience in Fundraising and Communications, with demonstrable management experience
- A thorough knowledge and understanding of the charity sector
- Outstanding communication and interpersonal skills
- Excellent relationship-building with supporters and stakeholders
- Ability to work within a fast-paced environment and manage competing priorities
- Excellent project management skills and problem-solving ability
- Understanding budgets, setting realistic budgets and delivering activity on budget
- Drive and passion to empower and motivate staff and volunteers
- Ability to act with integrity and accountability
- Knowledge and understanding of GDPR, confidentiality, Safeguarding, Equality and Diversity and the promotion of equalities
- IT literate and confident with using technology including databases and Microsoft Office 365
- Full UK driving licence

STANDARDS AND EXPECTATIONS

Policies and Procedures

All employees are expected to follow MSH policies, procedures, and guidance as well as professional, statutory, and legal standards and guidelines.

Confidentiality and Data Protection

All employees should be aware of the confidential nature of the MSH environment and/or their role. Any matters of a confidential nature relating to clients, their relatives, staff, or volunteers must not be divulged to any unauthorised person. Staff should make themselves aware of the requirements of the Data Protection Act 2018 and follow MSH procedures to ensure appropriate action is taken to safeguard confidential information.

Health and Safety

All employees are required to take reasonable care for their own health and safety and that of others who may be affected by the employee's acts or omissions; all employees should ensure that statutory regulations, policies, codes of practice, safety and good house-keeping rules are adhered and attend training, as required.

Safeguarding and Mental Capacity

All employees have a responsibility to safeguard and promote the welfare of adults, children and young adults. It is essential that all safeguarding concerns are recognised and acted on appropriately in line with the policies and training. All employees must ensure they always act in the best interests of any person lacking mental capacity.

Equality, Diversity and Inclusion

MSH recognises and encourages the valuable contribution that people from all backgrounds and experiences bring. Employees will treat all individuals based on merit and without prejudice.

Training

MSH is committed to offering training and support to all employees. The post holder will be required to attend mandatory training, other training where appropriate, participate in supervision, annual appraisals, and development reviews.

Volunteer Assistance

MSH has the advantage of being supported by volunteers. If a volunteer is assigned to assist

an employee, they will still retain responsibility for the requirements of this job. At all times, employees will be expected to treat volunteers with respect and value their contribution.

This Job Description is not intended to be restrictive and should be taken as the current representation of the broad nature of the duties involved in the role and needs to be flexible to cope with the changing needs of the job and of MSH service delivery.

This post will require flexibility with some out-of-hours working.