

## JOB DESCRIPTION

---

**JOB TITLE:** Outreach and Fundraising Coordinator - Plymouth

**DEPARTMENT:** Communications and Development

**REPORTING TO:** Outreach and Communications Manager / Fundraising Manager

**DIRECT REPORTS:**

### Main Duties and Key Tasks

#### Fundraising Activities:

- Work with the Fundraising Manager and central team to identify and pursue all fundraising opportunities locally.
- Manage and build on the existing good relationships with local supporters and stakeholders.
- Research and submit applications to local trusts and grant giving organisations.
- Identify possible community partners and work with the Fundraising Manager to leverage these opportunities.
- Work with the Fundraising Manager and wider central team to support the local fundraising action plan.
- Working with the Fundraising Manager and central team, provide information and data to enable effective impact reporting to funders and supporters.

#### Outreach Activities:

- Work with the Outreach and Communications Manager and Chief Instructor to identify suitable and effective ways to reach out to the local community and recruit participants for Horizons.
- Lead the outreach work locally to attract children of Naval families to participate in RNSA Youth Crew and Swim Free Programme.
- Network with local communities and families to effectively market opportunities.
- Provide an informed point of contact for families and their young people.
- Engage with families and signpost available pathways.
- Work with the Outreach and Communications Manager to develop material to support the programmes.
- Research locally and gain an understanding of location demand and the business potential.
- Feedback local challenges, issues, opportunities etc to enable the Outreach and Communications Manager develop Horizons to its full potential.
- Attend and leverage local events and other networking opportunities.

#### Programme Support:

- Provide landbased and office support for the delivery team
- Support event organisation and delivery
- Assist with the smooth running of the office and administration of the programme (answering emails, phonecalls etc)

## PERSON SPECIFICATION

	Essential	Desirable
<b>Knowledge &amp; Qualifications</b>		
Experience in digital marketing – various social media platforms and website management		✓
Educated to degree level or an equivalent qualification and / or having worked in a sales or marketing environment		✓
Working knowledge of office management and administration systems	✓	
Previous outreach and marketing experience	✓	
Working knowledge and understanding of the briefing and design process, demonstrated by the production of marketing campaigns, including promotional materials	✓	
Excellent communicators with the skills and ability to build relationships and collaborate with multiple stakeholders, including families, volunteers, commercial providers.	✓	
Knowledge of or experience working in the charity sector		✓
<b>Experience</b>		
Experience of producing and implementing administration practices, policies/procedures.	✓	
Knowledge of sailing / watersports or the industry		✓
Proficient at dealing effectively with managing complaints and conflict	✓	
Experience of delivering customer excellence to service users, staff, customers, suppliers and stakeholders	✓	
Experience of working with a diverse variety of staff, volunteers and customers in a non-for-profit or charity setting.		✓
<b>Skills</b>		
Able to confidently and skilfully communicate and market the various offers	✓	
Excellent demonstrable customer service skills	✓	
Ability to problem solve, delivering clear solutions, exercise good judgement and make complex and sensitive decisions.	✓	
Excellent communication skills: verbal, written, presentations	✓	
Good financial management with the ability to work within budgets	✓	
Proactive in identifying problems or areas in need of improvement	✓	
Excellent time management, organisational, planning skills	✓	
Team player with the ability to work well with others in a multi-site context	✓	
Highly motivated, able to work independently to high standards	✓	
<b>Personal Commitment</b>		
Demonstrate and promote the Horizons and ASF values in all areas of role	✓	
Adhere and promote Health and Safety, equality and diversity, safeguarding legislation and policies, as well as all other policies/procedures	✓	
Commitment to demonstrate and promote strict confidentiality and data protection principles	✓	
Commitment to deliver excellent customer service	✓	