

<b>Job Title:</b>	Fundraising and Communications Manager
<b>Department:</b>	Fundraising and Communications
<b>Work Hours:</b>	37.5
<b>Reporting To:</b>	CEO
<b>Responsible For:</b>	n/a
<b>Salary:</b>	£40,221 - £49,498

## ROLE PROFILE

<b>PRIMARY OBJECTIVE OF THE ROLE</b>
<p>The Fundraising and Communications Manager will be responsible for all strategic and tactical aspects of Threshold’s fundraising, brand and communications.</p> <p>The role and its responsibilities are critical to our growth and delivery of strategic goals through stakeholder engagement and delivery of key fundraised income streams. This role will work closely with the CEO and Senior Management Team (SMT) to support diversification and growth of income streams.</p>
<b>OUR MISSION:</b>
Ending homelessness for people in Swindon by providing a safe place to live, personalised support and a pathway to independence.
<b>OUR PURPOSE AND VALUES:</b>
<p>We end homelessness in Swindon by providing:</p> <ul style="list-style-type: none"> <li>• A safe place to live</li> <li>• A personalised support plan to work towards a positive future</li> <li>• A pathway to independence</li> </ul> <p>Our values guide interactions and decision-making throughout Threshold</p> <ul style="list-style-type: none"> <li>• Collaboration - working together to achieve the best outcomes</li> <li>• Integrity - acting with honesty, transparency and accountability</li> <li>• Compassion - listening to people's needs and acting with empathy</li> <li>• Quality - striving for excellence in all we do</li> </ul>
<b>KEY DUTIES:</b>
<p><b>Fundraising</b></p> <ul style="list-style-type: none"> <li>• Develop and deliver a fundraising strategy ensuring long-term sustainable growth to support our charitable goals</li> <li>• Research funding opportunities with existing supporters and new opportunities</li> <li>• Produce compelling cases for support in line with our purpose and strategy, and funders requirements and guidelines</li> <li>• Work with colleagues to create compelling proposals and submit reports within deadlines</li> <li>• Keep track of progress against agreed outcomes throughout the funding period, highlighting action needed where necessary, to meet reporting requirements</li> </ul>

- Develop a pipeline of activity to ensure steady applications and income, including activity to maintain and build relationships with existing and prospective funders
- Produce and provide additional information requested by funders promptly as required
- Oversee the planning and delivery of fundraising events by supporting staff and volunteers
- Review existing and future fundraising and communication activities to ensure compliance with regulations and best practice, ensuring internal controls are adhered to in order to ensure supporter satisfaction and to mitigate against reputational and financial risk
- Keep up to date with best practice in fundraising, identifying and sharing trends, developments, regulations and legal requirements
- Prepare forecasts for income and report on performance against targets and KPIs
- Oversee accurate recording of income, sources and allocation

## Communications

- Ensure our visual identity is upheld through all communications and messaging is consistent
- Work with our external creative agency to develop and deliver a marketing and communications strategy aimed at engaging new and existing audiences, building the charity's profile and increasing fundraising income
- Oversee web presence, ensuring the delivery of distinctive, engaging and integrated content, reflecting the charity's mission and values
- Identify stories and opportunities to increase awareness
- Identify and keep abreast of internal and external reputational risks to the charity, developing crisis management plans and responses, working with the CEO and Board where necessary
- Oversee the development of communications collateral, including impact reports

## PERSON SPECIFICATION

### Qualifications and Experience

- Experience of planning and delivering fundraised income growth, particularly from trusts and foundation, corporates and individuals
- Experience of producing fundraising and communications plans in the charity sector
- Understanding of supporter management and journeys
- Experience of delivering through others, including volunteers

### Skills and Abilities

- Ability to build and maintain positive relationships with prospects, funders and stakeholders
- Ability to work across various functions and areas of responsibility
- Exceptional organisational skills and a high level of accuracy and attention to detail
- Excellent written and verbal communication skills
- Excellent IT skills, including the Microsoft Office package, databases and digital media platforms
- A proactive approach with an ability to solve problems and use initiative
- Focused and results driven, with a readiness to seize new opportunities and source new ideas
- Ability to work with confidential information, maintain accurate records and write accurate reports

### Desirable

- Implementing and using fundraising databases
- Knowledge of homelessness