

Role Title: Fundraiser and Marketing Communications Officer

Contract: Full time

(1 year contract) to be made permanent after one year based on performance levels)

Reports to: Business Development Manager

Job description

1. Working closely with the Business Development Manager to develop and implement a fundraising strategy, working to agreed milestones and targets, against which the role will be measured.
2. Working with the manager and colleagues to develop new project proposals and explore new ways of generating income.
3. To liaise with the manager to develop project plans, budgets and income forecasts for all proposals.
4. To develop and implement outcomes monitoring and evaluation processes for any proposed project and ensure that an outcomes focus is prioritised.
5. Research, identify and realise potential sources of funding as well as wider fundraising opportunities.
6. Coordinate, prepare and submit applications for funding as agreed with the manager and in accordance with the charity's mission and strategic plan.
7. In the case of grant funding ensure that monitoring and evaluation processes are embedded across the organisation, ensuring that all grant conditions are met. Responsibility for project evaluation and the completion of end of project reports.

TO PROMOTE AND RAISE AWARENESS OF SJA ACROSS JERSEY.

- Working with supporters and managing volunteers to raise awareness of the charity and increase individual and community fundraising income.
- Identify, select and target appropriate stakeholder groups with the aim of providing targeted communications and developing productive relationships.
- Represent the charity in a variety of settings including presentations and talks, exhibitions and events to inform potential supporters about the charity's vision, mission and work.
- To communicate widely the SJA objectives and need for support through all available methods.

TO COORDINATE COMMUNICATIONS AT SJA

- Together with the manager develop and implement a communications strategy.
- Develop and maintain a database of supporter, donors and potential funders.

- Act as the main point of contact within the charity for external supporter, donor, and media communications.
- To develop and manage a Press and PR database as well as assisting in the writing of press releases to maximise awareness of the charity.
- Assist in developing and writing promotional materials and take responsibility for producing the charity's monthly communications e-bulletin and other regular communications
- Co-ordinate the timely distribution of targeted communications, promotional materials and publications to all stakeholders.
- Maintain, update and develop the SJA website and lead on social media communications and campaigns.

OTHER RESPONSIBILITIES

- Handling cash, recording, banking, acknowledging and receipting income in accordance with the SJA policies and procedures.
- Undertaking administrative duties as required.
- In addition to the specific duties and responsibilities outlined in this job description, SJA employees should be aware of their specific responsibilities towards the following:
- Follow all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- SJA is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or supervise a volunteer as part of their role whilst working at SJA.
- This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

EXPERIENCE

- Minimum of three years fundraising experience
- Experience of bid writing and grant funding applications
- Experience of project planning and management including budgets, setting and meeting targets
- Experience of co-ordinating events

- Experience of stakeholder segmentation and engaging with a wide variety of stakeholders
- Experience of writing copy for newsletters and promotional literature
- Experience of web-based work including website maintenance, development and social media
- Has worked with local press/media and has experience of producing press releases
- Experience of co-ordinating the work of volunteers

QUALIFICATIONS

- Educated to A Level standard minimum with demonstrable experience in fundraising and communications in the Voluntary and Community Sector - Holds a relevant professional qualification
- IOF/CIM - or working towards would be preferred but not essential

SKILLS AND ABILITIES

- Excellent communications and presentation skills
- Operation experience of working with fundraising databases
- Excellent communication, influencing and negotiation skills
- Able to build and maintain productive working relationships with all stakeholder groups
- Able to prioritise, plan and organise own workload
- Able to work to targets, plans and budgets
- Excellent IT skills, in particular: Microsoft word, excel and outlook
- Excellent interpersonal and networking skills
- Able to plan and organise activities and campaigns, including marketing/PR
- Excellent research and analytical skills
- In depth knowledge of fundraising principles, methods and procedures
- In depth knowledge of marketing, PR etc principles
- Awareness of how to motivate and support volunteers, supporters etc - Understanding of different supporter/volunteer needs and methods of relationship building
- Knowledge of fundraising operational procedures (e.g. health & safety, financial, volunteer etc.)

PERSONAL QUALITIES

- Commitment to self-development (CPD)
- Self-motivated
- Enthusiastic
- Team worker
- Flexible
- Tenacious