

**Job Description:**

**Job Role:** Fundraising & Communications Officer

**Funded By:** Fundraising

**Hours:** Part-time (22.5 hours per week)

**Responsible to:** Fundraising Manager

**Responsible for:** Fundraising volunteers

**Location:** The Old Co-op, Ground Floor, 40-42 Chelsea Rd, Bristol, BS5 6AF. Home working for one day per week can be considered for part-time staff.

**Purpose of the job:**

This is a dual-purpose role aimed at securing financial support for Brigstowe while simultaneously raising its profile among stakeholders through strategic communications and marketing efforts. This includes:

1. Building relationships with community groups and corporate organizations, managing individual giving through the "Friends of Brigstowe" program, organizing fundraising events and providing supporter care.

2. Developing and implementing marketing strategies to promote Brigstowe's work, producing branded materials (newsletters, reports, blogs, videos), overseeing our website and social media presence, and handling media relations.

3. General duties

**Duties and responsibilities**

1. **Fundraising**
   1. Maintain and initiate new relationships with community groups and corporate organisations using a range of appropriate communications tools including formal written reports, personal communication and/or face-to-face meetings.
   2. Maintain and grow our individual giving programme called “Friends of Brigstowe” using a range of effective stewarding and communication techniques.
   3. Develop and maintain excellent relationships with key individuals and groups through excellent stewardship practices.
   4. Organise community fundraising events- e.g. Bristol 10K, venue takeovers.
   5. Organise funder/donor stewardship events
   6. Deliver an excellent standard of supporter care and maintain records of all contact, income and expenditure.
   7. Recruit, induct and supervise fundraising volunteers in order to achieve fundraising objectives as required.
   8. Provide assistance to the Fundraising Manager as required.
   9. Ensure all fundraising activities conform to regulations, legal requirement, best practice, organisational policy, branding, communications and finance policy.
2. **Communications and marketing**
   1. To develop and implement a marketing and communications strategy in order to promote Brigstowe’s work amongst a wide range of stakeholders and raise the profile of the charity. To ensure that the marketing and communications strategy maximises the impact of Brigstowe’s services and campaigns.
   2. To publish and distribute appropriate and consistently branded information: client and supporter newsletters; annual reports; bulletins, blogs, videos etc. Tailor marketing information to the relevant audience as necessary. Ensure regular, targeted communication with individuals, groups and organisations who support voluntary giving.
   3. To develop and maintain the organisation’s website.
   4. To manage, monitor and develop Brigstowe’s social media presence and engagement.
   5. To lead Brigstowe’s media engagement, including writing press releases and managing all aspects of press relations.
3. **General**
   1. Encourage involvement of clients in all opportunities offered by Brigstowe including: exchange of information; volunteering; service development; recruitment; voice and influence; and governance.
   2. Work alongside other staff to carry out appropriate administrative tasks in support of their own work and the teams. Maintain effective monitoring systems relevant to the role.
   3. Participate in regular supervision, staff meetings, staff training and development events and undertake training opportunities to carry out the role in the most effective manner.
   4. Be aware of and adhere to all relevant financial procedures and regulations of Brigstowe and to report any discrepancies either on the part of the post-holder or others to the manager immediately.
   5. Safeguard confidentiality of all personal and organisational information including information relating to staff, volunteers, trustees and clients.  Ensure that all personal data is held in accordance with General Data Protection Regulations.
   6. Work towards promoting equity and valuing diversity and inclusion in relation to everyone you have contact including clients, colleagues, volunteers and other professionals.
   7. In line with Brigstowe policies and local authority Adult and Children's Safeguarding Boards ensure that clients are safeguarded by recognising, responding to and reporting any concerns of abuse or neglect.
   8. Work with interpreting services as and when appropriate.
   9. At all times to carry out responsibilities within the framework of Brigstowe’s policies and procedures.
   10. Be a good team player and work constructively with colleagues, trustees and volunteers in all aspects of your work.
   11. Be prepared to work evenings and weekends as the role requires.
   12. Take responsibility for ensuring own safety and not endangering that of others, in line with statutory and organisational requirements.
   13. Undertake any other duties which may reasonably fall within the scope of the post.

**Person Specification**

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| **Requirements** | **Essential** | **Desirable** | **How Assessed** |
| **Experience** |  |  |  |
| A proven track record in fundraising at a community level (including corporate and individual supporters) or strong evidence of transferable skills. |  |  | Application, interview |
| Demonstrate experience of excellent stewardship resulting in more support from donors. |  |  | Application, interview |
| Experience of developing and maintaining successful corporate relationships. |  |  | Application, Interview |
| Experience of planning / delivering marketing and/or PR including social media and other digital methods | **** |  | Application, interview |
| Understanding of the voluntary sector | **** |  | Application, interview |
| Experience of leading a team of volunteers |  | **** | Application, interview |
| **Skills/Abilities** |  |  |  |
| Excellent interpersonal skills: ability to communicate at a range of different levels, build and manage relationships with a range of stakeholders (including supporter care. |  |  | Application, interview |
| Excellent presentational, storytelling and public speaking skills. |  |  | Application, Interview |
| Able to write persuasive copy which is both succinct and powerful. |  |  | Application, interview |
| Ability to think creatively, proactively recognise funding opportunities and act on them. |  |  | Application, interview |
| Highly resilient, self-motivated, flexible and achievement focused, able to work well independently and in a team. |  |  | Application, interview |
| Strong planning and prioritisation skills. |  |  | Application, interview |
| Effective IT skills including management of donor database. |  |  | Application, interview |
| Awareness of some of the issues faced by people living with HIV in the UK. |  |  | Application, interview |
| Ability and willingness to work at weekends and evenings when required. |  |  | Application, interview |

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| **Personal Attributes** | **Essential** | **Desirable** | **How Assessed** |
| Excellent attention to detail and organisation skills |  |  | Application, interview |
| A commitment to working within Brigstowe’s service delivery ethos of respect, empowerment and inclusion. |  |  | Application, interview |
| A commitment to embracing diversity and challenging HIV stigma and discrimination. |  |  | Application, interview |
| A commitment to identifying problems and finding solutions by reflecting on professional practice with the aim of continuous development. |  |  | Application, interview |
| Independently mobile, able to travel around Bristol & surrounding area quickly. |  |  | Application |