

JOB DESCRIPTION

Job Title:	Fundraising & Communications worker
Salary Scale:	£28,000
Hours of Work:	36 hours per week
Contract Type:	Fixed term – one year. Extension subject to ability to raise funds to continue the post.
Qualifications / Experience Required:	Demonstrable track record of success in fundraising and/or target driven sales environments. Demonstrable track record of communications experience

Job Profile

Job Title: Fundraiser & Communications Worker

Background

Fife Women's Aid (FWA) is a registered Scottish charity and a company limited by guarantee with around 30 years' experience of providing services to women, children and young people who have experienced domestic abuse.

Our Vision: "Our vision is of an equitable society in which women, children and young people are valued participants, able to determine their own future and are free from all forms of abuse."

Our Mission Statement: "Underpinned by a feminist analysis of domestic abuse, we will work in partnership with others to provide accessible support services for women, children and young people in Fife who have experienced domestic abuse."

JOB DESCRIPTION

Job purpose

This is a new role within Fife Women's Aid and as such the post holder will be responsible for developing the role in this fast moving and challenging environment. The purpose of this post is to support service delivery by researching, identifying funding and applying for appropriate funding to support existing services as well as to develop new areas of work to enhance services to women, children and young people who have experienced domestic abuse.

The post will also require the post holder to work in partnership with the Manager and Business Manager to deliver key elements of the current strategic plan for Fife Women's Aid. To proactively develop and deliver Fife Women's Aid's communications strategy and to lead and continually improve Fife Women's Aid's digital communications, including our website, e-

newsletters and social media channels. Also to lead and deliver the organisations internal communications strategy to staff members and to oversee the production of attractive and cost effective electronic and print versions of newsletters, bulletins, reports and other materials

We envisage a creative, enthusiastic and driven individual who will join Fife Women's Aid as its Fundraising and Communications worker. The post-holder will be responsible for raising both restricted and unrestricted income in line with annual targets and increasing the profile and reach of the charity's fundraising across Fife as well as taking the lead in communications to market and promote Fife Women's Aid's services and activities.

Reporting to Fife Women's Aid Business Manager

Key activities

Responsible under the direction of the Manager and Business Manager for researching, planning, and developing funding proposals and applications. The Fundraising and Communications worker will source a range of income streams, build corporate support, implement an annual appeals programme and develop an individual giving scheme. You will also support managers with grant funding applications and coordinate applications across services.

The post holder will have a proven track record of fundraising success in a professional capacity. You will have outstanding communications and interpersonal skills, enabling you to confidently develop and enhance relationships with new and existing supporters and to maximise unexpected opportunities.

You will have proven experience working within a target-driven environment and have knowledge of fundraising and communication methods and best practice.

There is also a requirement that the successful applicant will have membership or certification for the institute of Fundraising.

Key Activities

Fundraising:

To take the lead role in working with Fife Women's Aid's management and Trustees to review and manage the implementation of the Fundraising Strategy, including:

1. To support the implementation of FWA fundraising strategy and contribute to annual planning with colleagues.
2. Raise funds in line with annual targets and deliver within budget
3. Establish strong relations with corporate supporters and develop innovative partnerships to secure funding, donations and support.
4. Work with the Business Manager to develop and launch a thriving and sustainable programme of individual giving.

5. Identify and research potential funders to support existing services and to develop new innovative services to women and children experiencing domestic abuse.
6. Work with Managers to identify appropriate grant funding opportunities and support colleagues in the development of grant applications as required.

Communications:

To take the lead role in working with the management, staff and Trustees to enable Fife Women's Aid's to secure and achieve:

1. The development and implementation of Fife Women's Aid's strategies and policies for communications, marketing and promotion, corporate branding and other related areas.
2. A positive public awareness generally of Fife Women's Aid and its aims and objectives.
3. A high media profile and effective online presence for Fife Women's Aid.
4. The effective communication and reporting of the Fife Women's Aid's activities to the management, Board, partners and funders through, for example; reports, grant monitoring and claims and through the website and social media.
5. The organisation of events to raise awareness of Fife Women's Aid's work amongst partners, funders, the business community and general public, including project launches, project site visits and tours, attendance at exhibitions or other events.
6. Support effective communication within and between teams and build and maintain collaborative working relationships with key partner agencies and stakeholders.

Performance:

1. Ensure that appropriate reporting, monitoring and evaluation of activities takes place and that information is made available to the Manager and Business Manager as necessary.
2. Promote a culture of collaborative working, continuous improvement, strong service user focus and integrated service delivery across all Fife Women's Aid services.
3. Take a proactive role in promoting equality and anti-discriminatory practice throughout all aspects of the work.
4. Promote the work of Fife Women's Aid in the local and wider community, help raise awareness on issues of domestic abuse.
5. Perform other duties as reasonably required by the Manager and show commitment to ongoing personal and professional development.

**PERSON SPECIFICATION:
FUNDRAISING & COMMUNICATIONS WORKER**

Skills and Qualifications	Essential	Desirable
Educated to degree level. Fundraising/Marketing/Communications qualification. Institute of Fundraising qualification.	√	√ √
Strong marketing and communications skills, including digital communications and use of social media.	√	
Ability to be proactive in identifying project opportunities and in supporting their development, management and implementation.	√	
Ability to see and understand the wider picture, collating, coordinating and effectively making use of information from a wide variety of sources.		√
Excellent written and verbal communication skills and evidence of a strong track record of creative writing and report writing to multiple audiences.	√	
Ability to manage financial data, monitor and report on activities and deliver challenging fundraising targets.	√	
Ability to manage and deliver multiple activities simultaneously and prioritise a demanding workload.	√	
Strong IT skills, including MS Office applications, database management, desktop publishing and website management	√	

Experience	Essential	Desirable
Appropriate fundraising experience with a proven track record of securing substantial amounts of income from a wide range of relevant funding sources, including statutory bodies, grant-making trusts, the corporate sector and individuals.	√	
A track record of identifying and maintaining external relationships with relevant funding bodies and experience of developing relationships with a broad range of funders at all levels.	√	
Experienced in developing fundraising and communications strategies and a good knowledge and understanding of relevant charity related legislation and codes of practice.	√	
Significant experience of communications and working with the media, as well as experience of new media and social networking technologies.	√	
Personal Qualities	Essential	Desirable
A commitment to the charitable/social enterprise sector.	√	
An assertive and natural collaborator with the personal attributes to inspire and galvanise support.	√	
A proactive and "can do" attitude with the motivation to succeed and to work effectively as part of a close-knit team.	√	
Excellent organisational and time management skills with a systematic approach to work and the ability to meet tight deadlines.	√	
Excellent interpersonal skills, able to motivate staff/volunteers and build excellent working relationships, both internally and externally.		√
A full driving license		√