

Head of Fundraising and Communications

Location:	Based in the City of Westminster
Salary:	£35,000 - £38,000, dependent on experience
Hours:	37.5 per week – will consider part time hours with pro-rata payment
Contract:	12 months initial contract with possible extension
Reporting to:	Chief Executive Officer
Responsible for:	Marketing and Communications Officer
Holiday:	25 days per annum pro-rata
Benefits:	Pension: 7% employer contribution
Closing date:	4 February 2019
Interview date:	February 2019

If you would like an informal conversation with the CEO about this role, please contact Sally Miller on 020 8960 3033.

About this role

We are looking for an ambitious and creative fundraiser who is keen to make their mark by building on our ongoing fundraising strategy and initiatives. You will lead on the strategic direction of our fundraising and help us to achieve our newly established three-year strategy. You will be part of a growing organisation and a member of our Senior Management Team.

You will be a confident and highly organised self-starter with the ability to deliver our fundraising strategy. You will have responsibility for growing Carers Network's unrestricted and non-statutory funding and we envisage the post holder will spend 80% of the time on fundraising aspects of the role and 20% on the communications aspect.

About Carers Network

Carers Network is an independent charity. Our vision is that every unpaid carer is recognised and leads a healthy, fulfilling life with control over their caring role. We are a small, friendly and dynamic team working with unpaid adult carers in diverse boroughs in central London.

For more than 25 years we have been working with carers to provide information, advice and support, along with social events, breaks and other services to ensure that carers are well informed, supported and healthy. We currently work with more than 4,500 carers in the City of Westminster, London Borough of Hammersmith & Fulham, Royal Borough of Kensington & Chelsea and the City of London.

In the 2017/18 financial year we met all our fundraising targets, secured funding to continue the End of Life Project, ran an effective crowdfunding campaign, delivered a successful fundraising event with The Portman Estate, secured £9,867 in-kind funding and set up and delivered the first year of the Former Carers Project.

Carers Network is an equal opportunity employer and service provider that recognises and celebrates diversity. We are a London Living wage employer.

Job Description

Fundraising management

- Deliver Carers Network's fundraising strategy in line with the three-year organisational strategy
- Lead on researching prospective sources of funding including charitable trusts and grants and corporate funders
- Write high quality and robust grant and trust funding applications for a range of projects, including multi-year projects
- Managing the relationship with the existing corporate partner
- Identify and develop opportunities for other corporate partnerships
- Identify and develop opportunities for public giving in conjunction with our Marketing and Communications Officer including community fundraising, crowdfunding and challenge events
- Work with staff within the organisation to prepare project plans, project budgets and other information for use in funding applications
- Responsibility for grant management of voluntary funded projects
- Develop publications and media for fundraising
- Work with staff to monitor and report to funders on grants and project performance

- Work with local services to develop any joint working or consortia bids
- Access opportunities and areas for community fundraising development, focusing on events, digital and online
- Ensure Carers Network is compliant with relevant fundraising and data protection regulation and good practice
- Targets: Year 1 £70,000; Year 2 £100,000; Year 3 £100,000 plus the corporate partnership plus in-kind fundraising

Communications management

- Develop and deliver Carers Network's marketing and communications strategy
- Devise and deliver workflows ensuing from the marketing and communications strategy
- With colleagues, develop publications and media communications
- Actively promote CN across the boroughs in which we work and highlight the value of our work with carers
- Identify opportunities for promotion at borough events
- Support the Marketing and Communications Officer in the development of regular newsletters

Leadership

- Work with the CEO and rest of the Senior Management Team to develop and deliver the organisation's strategic objectives, leading on the fundraising, marketing and communications areas of the organisational strategy
- Assist the CEO in making key strategic decisions and preparing budgets for project funding applications
- Work closely with the staff team to fully to understand the need of the client group to inform fundraising requirement and activity

Management

- Line manage, supervise and annually appraise the Marketing and Communications Officer
- Ensure that staff are inducted, trained and receive development opportunities
- Supervise and manage interns and volunteers who assist with fundraising, marketing and communications work

- Ensure staff are conversant with relevant policies and procedures to fully undertake their role
- Regular reporting to the Board
- Supervise volunteers or interns as necessary
- Undertake relevant training and staff development activities as required
- Actively implement current policies and procedures, to contribute to their development to promote the efficient and effective running of the organisation

Other

- Carry out any other duties as may be required by the CEO and the Board of Trustees
- As Carers Network is a small team you will be required to support colleagues and work flexibly.

Our Values

We are compassionate

We listen to what carers want and work with them – with kindness, sensitivity and understanding.

We are proactive

We take responsibility for getting carers the help they need.

We make a difference

We actively work to make a positive change in carers' lives.

Person specification

Essential

Experience

Minimum of two years' experience of raising funds from charitable trusts and foundations, grants, statutory funders and/or other funds

Educated to degree level or equivalent

Experience of developing project profiles and evidence of need

Experience of grant management including writing grant reports and collating monitoring information

Experience of budget preparation and project costing

Experience in direct management and supervision of staff

Skills, knowledge and abilities

Excellent written communication skills with the ability to write in a highly persuasive style capable of attracting high value grants and donations

Proven experience of preparing and presenting reports and data

Proven ability to work on own initiative, and to meet tight deadlines under pressure

High level of computer literacy – word processing, spreadsheet and data base skills

Strong interpersonal skills

Understanding of social media and digital communications

Understanding of the voluntary sector

Ability to prioritise responsibilities under pressure and be self-motivating

Excellent time-management and planning skills

Desirable

Experience of designing and delivering marketing and communications initiatives

Experience of developing joint-funding applications with other organisations

Knowledge and understanding of the needs of carers and vulnerable adults.