



Job Title: Fundraising and Communications Officer

Responsible to: The Executive Manager

Responsible for: Fundraising and Communication Volunteers

Salary range £25-28,000 pa (full time equivalent). 20 hours per week. (Actual salary £14,285- £15,999)

Home/office (Northfield Birmingham) based

Contract: Initially 2 years

Context

CASBA is a charity working in South Birmingham. Our mission is to provide an advocacy service for people with Learning Disabilities. We support them to speak up for themselves or, if necessary, speak up for them if they are unable to do so themselves, so that their voices are heard and their rights recognised.

We are looking for someone to raise the profile of our charity, engage new audiences and existing stakeholders and generate unearmarked income. The successful candidate will have an interest in supporting and empowering people with a learning disability and a commitment to promoting equality, diversity and inclusion in the workplace.

We currently generate all our income from trusts and grants through a fundraising consultant. This new post will be the first dedicated to generate unearmarked income from other sources.

Job Purpose

To develop the organisation's digital profile for the following audiences

- a. our stakeholders
- b. professionals who refer clients to us e.g. social workers
- c. Donors and potential donors

To develop a fundraising strategy and plan in order to generate additional funds.

To establish a donor database and records system to actively monitor progress against targets.

Principle duties

Create and implement an organisational communications strategy in line with the charity objectives.

Develop and implement community fundraising initiatives and campaigns that work to and meet income generation targets.

Manage and further develop external communications platforms and initiatives

Develop and implement charity marketing and promotional materials as agreed with the Executive Manager.

Create and manage a comprehensive database of contacts for fundraising and communications purposes.

Develop and manage organisational events and activities to generate profile and income.

Build relationships with commercial and financial sectors to support and generate income.

Develop and manage an individual donor strategy.

Develop an overall plan with key targets and milestones and regularly report on progress and taking action to correct if necessary, in order to achieve targets.

With support from the volunteer coordinator recruit and manage a team of volunteers that help with the above duties.

Person Specification

Experience, Knowledge and skills

Successful experience of external digital communications demonstrating increase in profile

Successful experience of digital, community and corporate fundraising

Experience of client relationship development

Experience of developing cases for support and project plans

Excellent presentational skills to external audiences

Experience in monitoring fundraising and communications performance

Ability to work independently and as part of a team

Proficient with Office 365

Experience of working with volunteers

Personal skills and attributes

Values driven that are compatible with the organisation's values

Impact focused and results driven

Ability to engage and influence internal and external contacts

Ability to produce attractive and accessible marketing and publicity materials

Highly motivated and proactive

Supporter focused with excellent customer services skills

Excellent planning and organisational skills

Pragmatic and able to "make do" when resources are not available

Able to ask persuasively for donations

Actively work to increase diversity by reaching out to BAME communities

Other requirements

Flexible and willing to work some unsocial hours

Blended work bases: to work flexibly between home and office and, when appropriate, face to face meetings with donors and potential donors

Legal requirement

Enhanced DBS check

Proof you can legally work in the UK

Further information?

Please try our website

If not on our website contact the Executive Manager at Rob.Legge@casba.org.uk

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