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| **Job Title:** | **Fundraising and Communications manager** |
| **Based at:** | The post holder will be based at our office in Battersea Library, with flexible/home working possible. |
| **Responsible to:** | **Chief Executive** |
| **Hours of work:** | 35 hours per week (applications for flexible working hours  including part time hours welcomed) |
| **Salary:** | £33,00 - £35,000 (Depending on experience) |

**Background**

Citizens Advice Wandsworth (CAW) is a flourishing, well respected local charity that helps thousands of people in Wandsworth every year. We have a diverse range of funders, and good connections with local partners and statutory agencies. Our turnover has significantly increased over the past five years (from £1.1m in 2017 to £1.65m in 2021).

In 2022-23 a number of our funding streams are scheduled to end, or be re-commissioned. We are looking for someone to join our team to help us ensure the long-term sustainability of our organisation. This is a new role and you will lead our fundraising and communication activities.

We are looking for someone who believes in our work, has a determined and entrepreneurial spirit, is curious, confident and wants to make a difference every day.

You will have a background in communication, fundraising or business development, great interpersonal skills, the ability to build relationships with a wide range of people and a commitment to equality and diversity.

We are a dynamic, happy and supportive team; 98% of our staff and volunteer workforce recommend us as a great place to work and volunteer. We are also proud of how we demonstrate our values of creativity, accountability, quality and generosity.



CAW summer picnic 2021

### **Job purpose**

**To** generate new revenue streams through new bidding activities and business development programmes.

Including identifying new business development opportunities, and developing ideas into viable prospects for investment and growth. This could be for example through partnerships with business, individual giving, or trading activities. And by identifying funding opportunities and responding to and leading on the construction and drafting of bids and tenders.

**To lead on external communications**

To promote CAW’s activities to as wide an audience as possible and ensure stakeholders understand our service arrangements, the impact of our work, and the opportunities for collaboration. In order to contribute to the continued growth of our reputation amongst funders, commissioners and partners.

## Principal tasks and responsibilities

**Income generation**

* To lead the development and implementation of CAW’s Funding Strategy
* With the Chief Executive lead CAW’s activities concerned with bids, tenders and new business development programmes in order to cultivate new revenue streams.
* Cultivate new relationships with potential corporate donors
* Identify funding opportunities and potential new business development leads.
* Identify and develop initiatives for corporate funding opportunities, including joint-ventures in collaboration with other local Citizens Advice and/or local partners.

**External Communications**

* To lead the updating and implementation of CAW’s Communication Strategy.
* Ensure the impact of CAW’s work is communicated professionally, effectively and consistently to a range of audiences. This will include overseeing the management of our website and social media channels, as well as contributing to our events.
* To use service insight, including the stories of our clients, to produce bespoke, persuasive and high-quality reports, proposals and/or campaigns, ultimately securing new partnerships to provide better services to more people.
* Monitor the relationships with existing funders to ensure the retention/replacement of existing business.
* To be proactive and attend appropriate networking events and conferences in order to generate new business leads.

**Internal Relationships**

* Build collaborative working relationships with senior stakeholders, and staff across the organisation
* Understand the transformative impact of advice, as well as Citizen Advice Wandsworth’s approach to service delivery.
* Uphold and promote the values and vision of Citizens Advice Wandsworth.

**Administration**

* Maintain and follow internal processes and governance arrangements
* Keep full records of prospect cultivation activities, contacts made, and funding proposals submitted
* Provide monthly reports on new business opportunities, forecasted income and activity levels to the Senior Executive Team and quarterly to the Trustee Board

**Other**

* Deputise for Chief Executive and other members of the Senior Executive Team as required
* Carry out additional tasks as may reasonably be required

**Person specification**

### **Skills, Knowledge and Experience**

Essential

* The ability to commit to, and work within, the aims, principles and policies of the CA service and the values of CA Wandsworth, including a strong commitment to equity, diversity and inclusivity.
* Excellent communication (written and oral) and interpersonal skills with the ability to build positive relationships with a wide range of stakeholders
* Demonstrable experience of grant and statutory fundraising, including a proven track record of winning, negotiating and delivering successful results.
* Expertise in communications including in digital and print media and experience of communicating with journalists.
* Demonstrated ability to research complex information and to relay this in an understandable way
* Understanding of how corporations structure their philanthropy, giving and corporate responsibility programmes and related funding opportunities for charities
* Ability to organise and prioritise a workload under pressure
* A proven ability and willingness to work flexibly and responsively
* Ability to negotiate and influence with impact at all levels

Desirable

* Knowledge of the advice sector
* Experience of developing partnerships and funding arrangements with corporations -including corporate foundations and CSR or sustainability departments.
* Experience of developing income-generation schemes.
* Experience of strategic planning, developing and monitoring budgets.