

FUNDRAISING & COMMUNICATIONS OFFICER - JOB DESCRIPTION

Blue Smile provides specialist support to children in Cambridgeshire who are struggling with their mental health. Through arts-based therapies, we help 3-13 year olds process difficult emotions and experiences, overcome anxieties and build coping strategies so they can lead happier childhoods and build brighter futures. Our team includes around 70 clinical roles and a small office team, which provides administration and management support and raises vital funds.

Job Title:	Fundraising & Communications Officer
Hours:	Full-time (35 hours per week) preferred, part-time (25 hours pw or more) considered.
Salary:	£26,000 - £28,000 FTE
Place of work:	Blended working: central Cambridge/Home-based
Reports to:	Fundraising Manager

PURPOSE

As part of our small and supportive team, the Fundraising and Communications Officer will mobilise, equip and inspire local individuals and organisations to support children's mental health in Cambridgeshire.

Working closely with the Fundraising Manager, you will

- Co-ordinate corporate fundraising activity, identifying opportunities and developing and managing relationships with local organisations to generate funds and other support for our work;
- Co-ordinate community fundraising activity, encouraging and supporting individuals and community groups to raise funds for Blue Smile;
- Create and implement a communication and engagement plan for Blue Smile, developing and publishing content via social media, our website and other appropriate channels to engage all our target audiences.

MAIN RESPONSIBILITIES AND DUTIES

Community and Corporate fundraising

- Build positive relationships with local companies, organisations and individuals, equipping and inspiring them to fundraise for Blue Smile by providing engaging, appropriate communication and support.
- Work with the Fundraising Manager to develop stewardship plans and processes to enable us to provide a consistently excellent supporter experience and maximise our fundraising potential.
- Identify, research and pursue potential new local funding opportunities that align with our fundraising priorities.
- Coordinate Blue Smile's participation in community events.
- Manage volunteers raising funds on behalf of Blue Smile.
- Maintain up-to-date records in our fundraising database (eTapestry) in accordance with data protection legislation and fundraising good practice.

Communications and Engagement

- Generate engaging content to support fundraising and other organisational priorities, producing creative and engaging promotional copy and online content
- Manage Blue Smile's social media presence, building our engagement with target audiences on Facebook, Instagram, LinkedIn and Twitter/X.

- Manage the Blue Smile website and presence on online fundraising platforms eg Justgiving and LocalGiving.
- Write and distribute a regular email newsletter for internal stakeholders and launch an external e-newsletter to support fundraising in 2024.
- Develop and run communications campaigns around key dates or events eg World Mental Health Day.
- Develop marketing materials to support fundraising eg leaflets, flyers, posters.

Other

- Respond to ad-hoc requests for support in a timely manner.
- Any other related duties in support of Blue Smile's fundraising or organisational priorities, as requested by the Fundraising Manager.

This job description is intended to be forward thinking and indicative rather than final and exhaustive. The listed responsibilities and key duties and tasks may develop and evolve over time and Blue Smile reserves the right to update and/or remove certain elements. Blue Smile endeavours to keep substantial changes to a minimum and to promptly update this job description to take account of such developments.

PERSON SPECIFICATION

Essential:

- A confident storyteller with excellent verbal and written communication skills, able to adapt and target content for different audiences.
- Strong interpersonal and influencing skills, with a proven ability to build positive relationships with a wide range of people.
- Experience in at least one of the following:
 - Coordinating and delivering digital marketing including social media and website management
 - Community fundraising.
 - Corporate fundraising.
- Good understanding of fundraising and/or marketing principles and practices.
- Strong IT skills including a working knowledge of Microsoft Office and Teams, confident in quickly learning to use new IT applications ranging from databases to image editing.
- An ability to work independently and flexibly in an organised fashion when under pressure, prioritising a busy and varied workload.
- Team-orientated personality who enjoys working with others but is also self-motivated and can work independently.
- A can-do attitude and enthusiasm for learning new skills and taking on new challenges.
- Able to work occasional weekends and evenings.
- Strong commitment to supporting children's mental health and wellbeing.

Desirable:

- Experience of working in a charity or other fundraising environment.
- Graphic design/image editing skills, experience producing marketing materials.
- Experience of using a fundraising CRM or marketing database and working knowledge of data protection legislation.
- Experience of managing a website and online fundraising platforms.
- Knowledge of current fundraising/data protection legislation and good practice, including GDPR.
- Driving license and use of a car for occasional travel to events.