

**JOB DESCRIPTION**

**Job Title: Individual Giving & Communications Officer**

**Location:** 34Wilkinson Street, Sheffield, S10 2GB

**Accountable to:** The Board of Trustees

**Reporting to:** Director of Fundraising

**Accountable for:** Regular & Legacy giving, communications program, interns

**Job Summary:** This is a dual role that will lead on regular giving and legacy income, whilst taking ownership of the communications program of the charity. The role will seek to proactively grow regular giving and legacy income, whilst ensuring there is a strategic overview of communications that maximizes fundraising potential and raises the profile of our work in general. Cavendish Cancer Care is at an exciting growth stage, so there is a real opportunity to lead, shape and develop this area.

**Key Responsibilities**

The principal areas of responsibilities include:

1. Manage and grow our regular giving donor base through various channels such as direct mail, phone, email and social media.
2. Manage and grow our legacy giving, working closely with solicitor partners and developing our legacy proposition.
3. Use data-led analytical methods to identify individual giving potential and uplift potential on the database for effective segmentation.
4. Working with the fundraising team, develop a charity wide communications strategy that seeks to maximise fundraising income that considers all channels such as, email, direct mail and social media.
5. Develop a means to schedule communications across the charity in a timely coordinated manner that does not crowd impact or channels.
6. Work with team members to ensure they compose their own articles as per the developed communications strategy.
7. Create processes and methods that capture key stories of the charity and its impact, as well as successful fundraising stories, such as legacy donors.
8. From time to time, directly compose and distribute articles/blogs that raise the profile of the charity and its work.
9. Take ownership of website content, working with key team members, volunteers such as Jaywing, to help maintain it.
10. Ensure there are methods and processes in place that ensure brand use consistency across our various publications.
11. As appropriate, create and design promotional materials, such as flyers, posters, emails, annual reports and merchandise such as banners etc.
12. Produce regular management reports that capture individual giving and communications activity.
13. Recruit and manage interns and volunteers to enable the successful delivery of this role.
14. Represent the charity at key external & internal meetings/conferences/receptions etc. as required.
15. Achieve KPIs and targets as agreed with the Director of Fundraising.
16. Manage own budget.
17. Ensure all individual campaigns and communications are updated on the database in a clear, logical and timely GDPR compliant manner.
18. Any other responsibilities commensurate with the grade.

**Key Deliverables**

(2018-2019)

* + Significantly grow regular giving income
  + Significantly grow legacy pledges
  + Ensure legacy proposition document is up-to-date and effective
  + Creation of a clear and well reasoned 12 months communications strategy
  + Creation of a communications scheduling process
  + Creation of methods to capture key charity stories from clients to fundraising successes

**Key Measures**

* + Increase in regular giving income
  + Increase in legacy pledges
  + Updated legacy document
  + Consistent and engaging communications program

***The post holder may also be required to carry out other duties reasonably expected by Cavendish Cancer Care.***

***This job description may be amended from time to time to reflect organisational***

***and role developments and needs***

**CONTRACT TERMS**

**Contract Status:** Permanent, Full time

**Working hours:** Normal working hours are Mon- Fri 9.00- 5.30, however, evening and weekend working is required as needed.

**Salary:** £18,000 - £21,000

**Pension:** Cavendish Cancer Care Group Personal Pension Plan, Royal London

Employer Contribution 3%, Employee Contribution, variable up to 8%

**Annual Leave:** 25 days + Bank Holidays

**PERSONAL SPECIFICATION**

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| **Experience** | **Essential** | **Desirable** |
| 1. Significant experience of either charity/not-for-profit or sales and business development | X |  |
| 1. Regular giving or legacy fundraising experience | X |  |
| 1. Experience of delivering or managing a communications program either for a charity or other relevant organisation | X |  |
| 1. Experience of designing publicity materials, such as annual reports or flyers |  | X |
| 1. Experience of writing press releases, blogs or other communications |  | X |
| 1. Managing interns or volunteers |  | X |
| **Knowledge** | **Essential** | **Desirable** |
| 1. Knowledge of fundraising | X |  |
| 1. Knowledge of cancer care |  | X |
| 1. Knowledge of research into fundraising i.e. ‘why people give’ |  | X |
| **Skills** | **Essential** | **Desirable** |
| 1. Exceptional ability to communicate complex ideas clearly both in written word and orally through presentations | X |  |
| 1. Proficient with Word, Excel and PowerPoint | X |  |
| 1. Proficient in the use of copy design programs, e.g. WordPress, InDesign, Publisher |  | X |
| 1. Understanding of Social Media, such as Facebook, Twitter and Linked In |  | X |
| 1. Proficient at relationship management (CRM) databases |  | X |
| **Personal Attributes** | **Essential** | **Desirable** |
| 1. Must enjoy working to and achieving targets | X |  |
| 1. Tenacious and organized attitude in ensuring communications are scheduled and completed in a timely manner | X |  |
| 1. Meticulous eye for detail and dedication to ensuring quality | X |  |
| 1. Able to work independently and as part of the team | X |  |
| 1. Exceptionally well organised and able to manage multiple priorities effectively | X |  |
| 1. Able to motivate and inspire those around them | X |  |
| 1. A ‘if it’s not recorded it didn’t happen’ attitude to keeping database activity updates | X |  |