

Head of Fundraising and Communications Job Description

ABOUT SiMBA

SiMBA is a charity registered in Scotland, yet our services reach across the UK and Ireland. SiMBA exists to support families and those close to them whose baby has died at any stage of pregnancy or around the time of birth. SiMBA supports anyone who has lost a baby no matter how recent, or how long ago the loss was. SiMBA donates our precious Memory Boxes to maternity and gynaecology wards, neonatal units and hospices so that families can ideally be offered a Memory Box at the time of their loss, using their Memory Box to honour their baby and where possible, create memories of precious time spent together.

SiMBA also refurbishes Family Rooms in hospitals, installs memorial 'Trees of Tranquillity' and by the Trees holds memorial events such as Butterfly Releases. SiMBA holds annual Wave of Light services during Baby Loss Awareness Week. SiMBA also aims to offer and enhance support available to bereaved parents through our Safe Space Support Groups and healthcare professional training. At SiMBA we respond to the needs of those affected by the loss of a baby.

PACKAGE DESCRIPTION

Job Title: Head of Fundraising and Communications

Office location: McSence Business Park, Mayfield, Midlothian, EH22 5TA

Reporting to: CEO

Term: Permanent

Hours: 37.5 hour week - Home working with current restrictions. Once we return to office working, some of the weekly hours will be office based. Occasional weekend or out of hours work will be required in support of fundraising events.

Remuneration: £36-£38K P.A, annual leave entitlement of 33 days per year, inclusive of public holidays, which increases to 35 days after 2 years' service, Nest Pension

Flexible Working: We want to make sure that we find the right people to work in our team and we know that the traditional 9-5, five days a week doesn't suit everyone. So, we would love to hear from you if you feel you're a great fit for this role and would like to work flexibly. If you are the right person for this role, we'll find the right working approach for you.

JOB INTRODUCTION

Our mission is to respond to the needs of those affected by the loss of a baby through delivery of our core services. We believe that anyone bereaved through baby loss deserves the opportunity where possible to make memories with their baby as well as have ways to remember and honour them for years to come, no matter what stage of their pregnancy or how long ago their loss occurred.

Reporting to the CEO, you will be working for a busy, growing charity with a team who are passionate about enhancing the experience of the families and individuals who turn to SiMBA for support, or who want to support us, through fundraising, making a donation or volunteering. We are looking for an ambitious individual with excellent communications skills, who is able to engage with people at all levels, establishing relationships with all key stakeholders and has proven experience across the fundraising and communications functions. You must be passionate about engaging with every fundraiser and donor to ensure they receive a high quality and consistent supporter journey where everyone feels valued.

You will be leading the fundraising and communications team, driving and increasing SiMBA's income from fundraising activities and donations, managing and overseeing their day to day responsibilities and ensuring operational excellence across the fundraising and communications function. You will be responsible for the development and delivery of the fundraising and communications strategies, aiming to meet or surpass an income target. You will develop and meet agreed annual and long-term financial targets through developing new relationships and deepening existing support within the fundraising and communications function.

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You will have direct contact with people who have experienced the loss of a baby; parents, family members, friends and colleagues and healthcare professionals who are supporting them. Experience of working with service users and managing the sensitivity around this is desirable.

You must be able to work with an empathetic approach and know that you would be comfortable in a bereavement care environment. SiMBA provides strong internal support through our induction processes and regular check ins and external supervision is also available; there are dedicated employees taking care of our support services for you to signpost someone onto.

MAIN RESPONSIBILITIES

Overview

Following a recent period of change, the Head of Fundraising and Communications will be responsible for establishing new approaches and processes, initially in a stand-alone role. This will include day to day fundraising and communications administration which is incredibly important to our charity and those who support SiMBA and for you to understand the SiMBA way of communication.

We will recruit further members of the team which we hope to start appointing from summer 2021. Once you are established within the team, you will then be required to build, manage and develop a team of fundraising, communications and events specialists over the first 12-24 months in post. You will be involved in recruitment and integral in shaping the fundraising and communications team.

Fundraising

- Leading on the development of SiMBA's fundraising and communications strategy in relation to fundraising and making recommendations as appropriate
- Agree a departmental budget and work to achieve or exceed a fundraising target
- Lead on the diversification of SiMBA's fundraising income streams, growing successful income generating activities and introducing new fundraising methods, including: co-ordinate and manage fundraising campaigns - comprising community, trust, corporate, major donor and digital fundraising across the charity, other income streams such as Youth and Philanthropy Initiative (YPI), payroll giving
- Manage campaigns for our Trees of Tranquillity and Family Room projects
- Engage with regular donors, major donors, people who make one-off and corporate donations Identify and develop new donor opportunities and areas of potential support
- Ensure that all fundraising activities fall within current data protection legislation and sector best practice guidance
- Ensure all activities achieve a good return on investment and are delivered within budget and achieve target income for managed income streams
- Utilise innovation skills, presenting ideas about how to hit fundraising targets
- Support the Events Co-ordinator once appointed by overseeing the organisation of all of the charity's community fundraising and awareness events
- Build relations with third party events organisers and promoting events across from the UK and Northern Ireland

Communications

- Overseeing day-to-day management of the charity's social media presence, including publishing content, and driving and responding to engagement (you will be looking after this area directly until the appointment of the Communications Officer)
- Develop and maintain branding and communications guidelines, ensuring "one voice" for the charity across all platforms
- Management of the communications team to create content planner for the charity's communication channels, identifying potential news stories and working across teams to plan and develop content
- Coordinate all media relations and press coverage (print, radio and television), supporting the CEO as SiMBA's media spokesperson. Acting as SiMBA's media spokesperson in the absence of the CEO.

Internal and External Relationships

- Utilise networking skills, representing the charity to high profile and high net worth individuals and persuade them that our cause is one they should contribute to
- Working with the CEO, support engagement in the political sphere to advance the mission of SIMBA and the people it supports
- Work with the operational team and Project Leads to share fundraising activities to ensure staff buy-in to the fundraising function
- Work with and motivate a team of volunteers who engage in fundraising activities such as thank you letters, attendance at events
- Build relationships with charitable trusts, foundations and other institutional funders
- Attend networking events and meetings with potential donors
- Attend bi-monthly board meetings with CEO and Deputy CEO to report on fundraising and communications activity and present proposals to Trustees for fundraising and communications development

Management

- Line manage and motivate a fundraising and communications team across different fundraising functions
- Hold regular one to one support meetings with direct reports ensuring direction and feedback and allowing a safe space for new ideas and creativity
- Support Deputy CEO in delivering HR plans and processes, identifying training and support needs and plan and budget accordingly
- Utilise and encourage effective recording systems for information, monitoring and evaluating all fundraising activities and collating monthly reports

Administration

- Provide regular reports to the CEO and Deputy CEO on key activities and performance of the fundraising team
- Develop and maintain a suite of operational procedures to support the fundraising administration function in a streamlined way. Provide support, guidance and management to the fundraising and communications administration and database function
- Ensure eTapestry and other key administration programmes are used by all fundraising and communications team members according to best practice to ensure key data and projects are recorded in an accurate and timely manner
- Work with the Fundraiser and operational staff to develop and implement a clear supporter journey to maximise all income streams
- Maintain a calendar of fundraising events and deadlines from across the UK and Northern Ireland, sharing with the rest of the team
- Utilising digital skills to maximise mobile and online giving. Adept at using these technologies and be aware of their fundraising potential
- Identifying and scoping out funding applications to charitable trusts and foundations and apply or support the future fundraiser in grant applications or liaise with external bid writing consultants. (The CEO and Deputy CEO will be supporting on grant applications on your first few months in post until we can appoint new members)
- Undertake other tasks as identified by senior leadership

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WORKING ENVIRONMENT

We foster a positive working environment which promotes employee wellbeing, collaboration, growth and goal attainment.

SiMBA is going through an exciting period of growth and we are building our team to further deepen the quality of our core services. We have a strong and supportive team ethos where all members pull together in the interests of fulfilling the charity's objectives.

We all take collective responsibility for our culture because we know it has a ripple effect out across our brand. That's why our culture of inclusion at work and our people are at the heart of everything we do.

Given the sensitive nature of SiMBA's work it is essential that discretion is exercised, and confidentiality is maintained, with a mature, professional and empathetic approach applied to all areas of work.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • Significant knowledge of a range of fundraising income streams and how to implement them into a growing charity • Strong knowledge of third sector communications, PR and marketing, able to engage local and national media including supporters as well as bereaved families through a variety of mediums • Effective management skills - line managing a fundraising/comms team • Excellent written and oral presentation skills and communication skills • Excellent people and networking skills • Able to demonstrate empathy and sensitivity when interacting with service users and to communicate appropriately • Knowledge of the charity sector • Innovation skills: introduce strong ideas about how to hit fundraising targets in this climate • Budget management skills: work effectively with resources • Effective time management skills with an ability to multitask, prioritise and meet deadlines • Able to manage a diverse and demanding workload • Strong administration skills, proficient in the use of Microsoft Word, Excel, PowerPoint, Outlook and other IT applications • Excellent working knowledge of fundraising CRM database • Keen to learn, strive for continuous improvement and make a difference • Willing to pull together and "muck in" as part of a team • Valid driving licence 	<ul style="list-style-type: none"> • Previous experience in the charity bereavement care sector

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Qualifications	<ul style="list-style-type: none">• Career qualification from the Chartered Institute of Fundraising such as the Diploma in Fundraising and Advanced Diploma in Fundraising would be advantageous.
Experience <ul style="list-style-type: none">• A track record of a minimum of five years' successful fundraising in the charity sector is essential	