



MIDLOTHIAN SURE START JOB DESCRIPTION

Job Title: Fundraising and Communications Officer

Responsible to: Chief Executive

Main Purpose of Job:

To increase revenue for Midlothian Sure Start as well as promoting the Organisation, through a variety of fundraising, marketing and communication activities.

Main Tasks

- To develop an agreed fundraising strategy
- To achieve agreed grant income targets through writing successful grant applications and supporting the organisations tendering
- To maintain an up to date working knowledge of funders and their criteria, through ongoing research of potential trust and grant funders
- To sustain excellent relationships with current funders and develop similar with new and prospective funders to prompt ongoing and increased giving
- To ensure that funders receive accurate outcome focused reporting information within agreed timescales
- Maintain donor trust and confidentiality at all times

Donor Acquisition & Development

- Research sources of potential income including Corporate bodies, trusts and donors;
- Develop and maintain a fundraising database;
- Create engagements plans and make approaches to those prospects identified;
- Match external funding opportunities with internal priorities;
- Manage the Organisation's relationships with Corporate bodies, trusts and donors;
- Create and regularly review tailored engagement and development plans for each allocated donors, analysing key information to inform actions aimed at maintaining or increasing support; and,
- Lead on agreed actions with these donors, including:
 - writing and submitting proposals & reports;
 - Setting up and attending meetings and project visits;
 - Briefing and debriefing colleagues as necessary;
 - Obtaining information and consents from colleagues and families; and,
 - Ensuring invitations are issued to appropriate events.

Community Fundraising

- Become knowledgeable about:
 - The geographical area you will be operating within;
 - Fundraising good practise and compliance;
 - The work and objectives of all Network colleagues;



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- Develop a community fundraising strategy and 12 month plan, that includes targets agreed by the Chief Executive;
- Engage and inspire local communities, identifying the most appropriate opportunities for individuals or groups to fundraise (or contribute in other ways);
- Ensure all staff and, where possible, families are engaged in the Community Fundraising Strategy and contributing to its implementation;
- Recruit and train parents/local volunteers to support/implement the community fundraising strategy;
- Support the fundraising sub-committee, chairing as required; and
- Increase your fundraising capacity and presence within local communities by supporting volunteers to work with schools, businesses, voluntary groups and associations;

Tenders

To work as part of a team to identify and respond to tender opportunities when they arise, working with colleagues from across Midlothian Sure Start.

Communication

- Co-ordinate the use of social media within the Organisation, including coaching staff in the use of pages of Centres/Services;
- Maintain the content on the Organisation's website, with support from the administration team;
- Contribute to the production of the Annual Report;
- Ensure that fundraising activity is made known to local media to promote the Organisation; and,
- Provide reports to the Senior Management Team on any local media activity involving the Organisation.

Monitoring & Evaluation

- Develop an income and activity plan;
- Monitor and evaluate the activity plan, providing reports to the Senior Management on a regular basis;
- Work collaboratively with colleagues to ensure that all income opportunities are maximised;
- Undertake and manage both discrete and ongoing projects which aim to improve internal processes or facilitate fundraising; and,
- Maintain accurate and complete records of donor details and communications.

General

- Attend in service staff training;
- Work as part of a team;
- Attend regular support and supervision sessions
- To ensure all activities comply with appropriate legal requirements, policies and fundraising compliance standards;
- Attend regular staff meetings;
- Any other reasonable tasks, as delegated by your line manager; and
- Understand, adhere to and implement the Organisation's policies and procedures.

Equal Opportunities

To adopt an approach which challenges within self and others, attitudes, assumptions and behaviours which discriminate, prevent participation and foster disadvantage. In all areas of work to



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show a commitment to implementing Equal Opportunity Policy, including monitoring and evaluation.

Education/Vocational Qualifications Required

A Graduate Level qualification that demonstrates expertise in writing, communication and advocacy. A child protection certificate or commitment to undertake one is essential.

Person Specification

	Essential	Desirable
Skills & Qualities	<ul style="list-style-type: none"> • Commitment to the ethos and values of MSS • Educated to degree level in a relevant subject or can demonstrate equivalent skills through on-going professional/personal development • Experience in managing a Community Fundraising strategy • Demonstrable success in fundraising from trusts, grants, donors and Corporate Partners • Track record of successful revenue generation and meeting target • Experience working in the voluntary sector • Ability to research and lay out clear and concise written arguments • Excellent organisational skills • Ability to work under pressure and prioritise workload. • Ability to work independently and use own initiative • Ability to work with a diverse range of stakeholders • Ability to work as part of a team and contribute to team goals • Confident and competent public speaker • Excellent IT skills • Creative and adaptable • Commitment to achieving personal and organisational objectives 	<ul style="list-style-type: none"> • Experience of problem solving • Member of the Institute of Fundraising Scotland • Experience working with children and families is highly desirable; • Literate and competent in the use of Fundraising Databases, Microsoft Office and Social Media
Experience	<ul style="list-style-type: none"> • Proven track record as a successful Fundraiser with a minimum of 2 years' experience • Up to date awareness and understanding of charity, especially trust, fundraising • Knowledge of legislative frameworks and good practice that supports fundraising management • Successful track record of relationship development with funders • Successful track record of effective reporting to funders • Achievement of personal agreed fundraising targets 	<ul style="list-style-type: none"> • Experience of the use of Social Media for the promotion of charity activities. • Submission of successful tenders • Working as part of a successful fundraising team



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