



Job Role: Fundraising and Communications Manager	Salary: £33,000	Hours: 35 hours per week (2-year fixed term)
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Job Purpose:

To deliver meaningful increased awareness for the Trust that enhances its reputation and brand by:

- Leading and developing the Fundraising strategy with the associated development and delivery of fundraising activities from a broad range of sources that help ensure the sustainability of the organisation.
- Leading, developing and delivering the Trust's marketing and communication strategy, ensuring there is a consistent message to our work, and that the impact and outcomes are clearly and easily communicated
- Working closely with Leyton Orient Football Club's Commercial and Communications Departments and the Club's partners and fan base

Main tasks:

Communications

- Developing and ensuring that the Communications strategy is fully delivered and worked through with staff and Trustees and Leyton Orient Football Club including;

Managing the Media and Marketing functions within the Trust including the Communications Activator position
 Developing, collating and managing the production of all case studies and impact reports
 Creating, developing and effectively using the CRM system for the charity to communicate to participants, partners and wider residents and Club fan base
 Promoting an inclusive approach ensuring that all members of the community can enjoy and benefit from becoming involved with the Trust.

Fundraising

- Developing and ensuring that the Fundraising strategy is fully delivered and worked through with staff and Trustees and Leyton Orient Football Club to help increase income from donations and including:

Understanding fully the purpose and target beneficiaries of any income raised
 Dovetailing and developing income streams in partnership with Leyton Orient Football Club's Commercial Department from local businesses and partnerships
 Preparing and submitting successful bids to potential partners and conduct effective negotiations.
 Attending all business networking events and ensuring the Trust maximises its memberships within these groups by generating new contacts and business opportunities.
 Ensuring compliance with data protection policies and procedures, including managing the CRM database and ensuring data sharing agreements are in place with the Club and other organisations as necessary and/or appropriate.

General

- Working match days, evenings, and weekends as required.
- undertaking all other duties as required by the Chief Executive Officer commensurate with the level of the post.

PERSON SPECIFICATION

REQUIREMENTS	METHOD OF ASSESSMENT
Experience	
<p>A proven track record of fundraising in the third sector with evidenced increase in income achieved.</p> <p>Experience of developing and maintaining working relationships with senior figures / stakeholders in other organisations.</p> <p>Experience of using strong persuasive skills to conduct effective negotiations.</p> <p>Experience and knowledge of the local business community and how it relates to the Trust.</p> <p>Experience of leading and managing a team to achieve meaningful outcomes.</p> <p>Experience of corporate fundraising.</p>	Application Form/Interview
Qualifications	
<p>A good standard of general education including high level literacy and numeracy skills.</p> <p>An Honours Degree or equivalent level qualification in Business / Media / Marketing and Communications, or a related discipline.</p>	Application Form
Specific Skills and Knowledge	
<p>Excellent written and verbal communication skills, with the ability to prepare and deliver successful pitches and presentations to different audiences.</p> <p>Competent user of IT including Microsoft Office applications.</p> <p>Working knowledge of database and CRM systems.</p> <p>A thorough understanding of what constitutes outstanding customer service.</p> <p>Able to work on own initiative and with minimal supervision.</p> <p>Able to take guidance and direction from others.</p> <p>Able to navigate and maximise the potential of social media platforms, to successfully promote and publicise an organisation and its activities.</p> <p>Able to enthuse and motivate stakeholders through their own passion for community related initiatives.</p> <p>Well-organised and resourceful.</p> <p>Creative approach to problem-solving with a willingness to try new approaches and ideas.</p>	Application Form/Interview
Additional Requirements	
<p>Committed to equality and diversity initiatives, and inclusive practice.</p> <p>Suitable to work with children and young/ vulnerable adults e.g., evidenced by an up-to date DBS Disclosure.</p> <p>Flexible approach to work and working hours, to meet the demands of the role.</p> <p>An understanding of Kirklees and the surrounding geographical areas.</p> <p>Able to act as a positive ambassador for an organisation's vision and values, at all times</p> <p>Experience of working in the Charity Sector</p> <p>Experience of working with a Club Community Organisation</p> <p>Experience of working with a Professional Football Club</p>	Application Form/Interview