



JOB DESCRIPTION

1. JOB DETAILS	
Job Title: Fundraising & Communications Manager – Fixed Term 18 months.	Department: Support Services
Reports to: Chief Executive	Location: Harmeny School Campus, Balerno

2. CONTEXT / OVERALL PURPOSE OF THE JOB
<p>Harmeny Education Trust Limited (HETL) is a charitable organisation providing therapeutic care and education to children with complex social, emotional and behavioural needs, referred from all over Scotland. As a Grant Aided Special School, we work with children of primary up to early secondary age, both on a day and all year round residential basis.</p> <p>The Trust has reached a point where there is real opportunity for growth, and essential for this growth is the development of a fundraising function. A fundraising strategy has been developed, with a core component being the establishment of a major fundraising appeal. The ‘Harmeny Learning for Life Appeal’ will raise £2.4million capital and revenue funds in order to enable:</p> <ul style="list-style-type: none"> • Two residential cottages to be extended, to allow more living space for children in our care • A Learning Hub to be built, providing flexible space to deliver a range of outdoor, art and design, woodwork and other skills-based activities • A partnership project to be created, in order to provide a skills-based curriculum for young people at risk of exclusion from mainstream schools in the South West of Edinburgh. <p>A Fundraising Development Group, comprising individuals from the business community, has been set up to drive the appeal, and a group of volunteers, known as the ‘Friends of Hameny’, is being further developed in order to assist with community fundraising. The Trust also benefits from groups of corporate volunteers, who regularly assist with projects in the grounds of the school and fundraise on our behalf.</p> <p>Working closely with the Chief Executive and overseeing a small team of part-time staff and consultants, the Fundraising & Communications Manager will be responsible for project managing the Learning for Life Appeal, ensuring the target funds are successfully raised. The postholder will also further develop and implement the Trust’s fundraising strategy and raise the profile of the organisation through effective communications activities.</p> <p>This is an exciting opportunity to support the development of Harmeny at a time of expansion, with the postholder playing a key role in enabling the enhancement of our core service, Harmeny School, and the development of new services.</p>

3. RESPONSIBILITIES / KEY AREAS

Fundraising:

1. To support the continued development and delivery of a sustainable fundraising strategy, in line with the Trust's strategic priorities.
2. To project manage the Harmeny Learning for Life Appeal, working closely with key internal and external stakeholders to ensure its success.
3. To manage a small fundraising and communications team, including a part-time fundraising and events administrator, part-time fundraising consultants and media consultant.
4. To plan, develop and submit compelling and credible funding proposals to prospective funders.
5. To work closely with the Chief Executive and Chair of the Fundraising Development Group to ensure Fundraising Development Group meetings are efficiently planned, supported, and actions followed through.
6. Working alongside the Trust's management team and staff, research, identify and make applications to trusts and foundations.
7. To support the Fundraising Consultant (Major & Corporate Donors) manage and grow major and corporate donations.
8. To manage and develop individual and community donation streams, including promotion of individual fundraising opportunities and community events, donor relationship-building and retention.
9. To oversee the coordination of, and be present at, the Trust's fundraising events.
10. To produce timely and accurate tailored reports to funders.
11. To monitor and review the fundraising income of the organisation against the budget and report to the finance group on a regular basis.

Communications:

12. To develop and deliver a communications strategy and action plan to support the Learning for Life Appeal and raise the profile of the organisation.
13. To manage, maintain and develop all communication channels including the website, newsletters and social media, liaising with the Trust's media partner and overseeing the part-time PR & Communications Consultant.
14. To regularly produce effective content for communication channels including case studies.
15. To manage all aspects of publicity including the production of press releases, responding to press enquiries and building relationships with media representatives.
16. Alongside the Chief Executive, to represent the Trust at events, and in communications, including local and national media.
17. Working alongside the Chief Executive and Head of HR & Workforce Development, support the management and delivery of internal communications.

18. With steer from the Chief Executive and media partner, develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media.
 19. Lead on copy-writing and production of marketing materials and key publications including the annual report.
 20. Report on and analyse all aspects of communications.
- Other:**
21. To promote a positive ethos consistent with HETL's Vision, Purpose and Core Values.
 22. To work with the Head of Finance & Estates to manage and monitor an annual fundraising and communications budget.
 23. To prepare and submit progress reports, within agreed deadlines.
 24. To further develop a database, which accurately records all relevant information and assists with the effective management and reporting of fundraising and communications, in line with data protection legislation.
 25. To oversee the recruitment and management of fundraising volunteers, including individual and corporate volunteering programmes.
 26. To engage fully in HETL's approach to supervision and appraisal, including undertaking personal supervision and continuing professional development.
 27. To positively represent the Trust externally and attend evening or weekend fundraising events, as required.
 28. A current full driving license and access to your own transport.
 29. To undertake any other duties delegated by the Chief Executive, consistent with the role of Fundraising & Communications Manager.

PERSON SPECIFICATION

4. ESSENTIAL:

1. An understanding of, and commitment to, the needs of disadvantaged children and able to present the work of Harmeny, with authority and conviction.
2. Substantial experience of fundraising, with a track record in securing significant funds of five and six figures and upwards.
3. Experience of building, developing and managing key relationships at all levels.
4. Experience of running successful fundraising appeals, campaigns and events.
5. Proven experience of delivering effective communications activities.
6. Management experience.

7. Excellent written skills, including the ability to communicate persuasively and write funding proposals, trust and grant applications, for different audiences.
8. Excellent verbal communication skills, with a customer service approach and the ability to communicate effectively with a diverse range of people.
9. Strong organisational and administrative skills and able to work calmly under pressure.
10. Excellent IT literacy, including word processing, spreadsheets and databases.
11. Excellent self-motivation and ability to use initiative, be creative and innovate.
12. Strong presentation skills, in order to promote the Trust's message to a range of audiences.
13. Ability to create and maintain successful working partnerships with multiple stakeholders.
14. Ability to work effectively as a member of a team.
15. Able to work flexible hours, where necessary, in order to meet the requirements of the role.
16. A commitment to ongoing professional development, including membership of the Institute of Fundraising.

5. DESIREABLE:

1. A qualification in fundraising, marketing, or similar.
2. A full range of fundraising experience including trusts and foundations, individuals, community and corporate giving.
3. Experience delivering successful marketing and communications campaigns.
4. Financial management and budgeting.
5. An understanding of data protection, including GDPR regulations.

6. REVIEW

This document will be reviewed: on an annual basis at the time of the Annual Performance Appraisal; or within six months of appointment; or as a result of a change in strategic direction; or as a result of a team / operational requirement.