Employer: The Bike Station (*Recycle to Cycle/Recycle to Cycle Trading Ltd*)

Job Title: **Communications and Fundraising Manager**

Location: Perth or Edinburgh (with responsibilities all our locations)

Reports To: CEO

Contract: Fixed Term Contract until 31st March 2022 (With the expectation to be extended)

Hours: 28hours

Salary: £28,000 (FTE)

**Purpose for Role**

We are seeking an enthusiastic and creative individual with exceptional communication skills and senior level strategic fundraising experience to raise our profile and achieve fundraising goals.

You will play a key role within the Senior team, contributing to overall strategy and objective setting for the organisation.

You will be responsible for the development and successful delivery of The Bike Station’s communication and fundraising strategies and enable us to clearly demonstrate and communicate the impact and value of our activity.

You will develop and deliver our communications and marketing strategy covering external communications and media relations, including a digital marketing plan tol ensure we are taking full advantage of new media.

You will effectively lead and direct fundraising, achieving revenue targets, by establishing, monitoring and developing quality opportunities.

**Key Responsibilities**

Develop, implement & maintain effective Fundraising, Communications & Marketing Strategies, including digital marketing.

Monitor, evaluate and improve all fundraising and communication activities

Develop, market and manage our online sales options, with delivery support from our Coordinators.

Design and implement innovative digital fundraising and awareness campaigns to secure revenue targets.

Design, implement and manage our Membership offering

Develop fundraising options for corporate partnership & sponsorship

Responsible for creating house style guide and branding guidelines; championing brand identity, and ensuring messaging consistency within all external communications.

Development of the concept, design, copy, production and print of annual and project based impact reports

Build the knowledge and skills of the team to use appropriate tools to evidence the impact of their work

Be responsible for developing and leading, with the CEO, the organisation’s public relations, communication and media work.

Preparation of quarterly bulletins for all staff and volunteers

Ensure information is provided in user-friendly formats to key stakeholders, staff and volunteers.

Line management of Coordinators

**Person Specification**

**Experience**

Essential

Strategic fundraising experience at a senior level with the ability to think ahead, set clear direction and formulate realistic strategic objectives

* Be up to date with the latest digital technologies and social media trends
* A strong understanding of strategic communications, marketing and how to raise an organisation’s profile and impact
* Exceptional communication and writing skills, with the ability to communicate to a range of audiences with impact
* Excellent knowledge of evidence based approaches
* Experience managing a small team
* Experience of delivery in third sector and commercial setting
* Understanding of inclusive and accessible communication

Desirable

* Good working knowledge of the Adobe Creative Suite: Indesign, Photoshop and Illustrator
* Good working knowledge of CRM software

**Skills**

* Exceptional verbal and written communication skills
* Creative and systematic approaches
* Great time-management skills and high attention to detail
* Innovative, analytical and a great problem solver
* Ability to work independently and as part of a team