



## Communications and Fundraising Officer

### JOB DESCRIPTION

**The Boys' Brigade (BB)** is an international Christian youth organisation, providing opportunities for children and young people (5 – 18 years old) to learn, grow and discover in a safe, fun and caring environment.

Our vision is that children and young people experience “life to the full” – John 10:10

Around 1,200 BB Companies (groups) meet in communities across the UK and RoI each week, supported by over 11,000 dedicated volunteer leaders.

**Purpose of this job:** To develop and deliver effective communications to a variety of target audiences, with the aim of:

- Raising awareness of the BB and highlighting the impact the organisation has on children and young people.
- Supporting our volunteers to promote the work of the BB
- Raising funds to support our work across the UK.

**Responsible to:** Director for Development and Communications

**Location:** The role will be based at Carronvale House, Larbert (staff continue to work remotely at the moment, and we are reviewing long term working arrangements)

**Salary/Contract:** £24,000 - £26,000 (dependant of experience) 2 year contract

### Key Responsibilities

#### External Communications

- Development and delivery of organisation's Communication Strategy and Workplan
- Liaise with staff, volunteers and young people to gather content which demonstrating the impact and value of the work of the BB
- Support the management and updating of social media channels and the website
- Provide guidance, training and support to staff, volunteers and young people on communications and media relations.
- Build and manage relationships with the media, including the production and dissemination of media releases
- Development and implementation of engagement campaigns to raise the profile of the organisation
- Monitor and evaluate the impact and reach of our external communications

### Internal Communications

- Responsible for membership communications, including regular e-communications and also supporting our social media groups.
- Support the creation and development of our membership magazine
- Support with communications for and at events for members

### Fundraising

- Research and develop funding applications/approaches to charitable trusts, foundations, statutory bodies and major donors.
- Manage and develop current external funding, including reporting to funders.

### Other

- Represent the BB as necessary on relevant networks and at external events etc.
- Assist with the delivery of other national projects and development opportunities.
- Carry out any other relevant duties as requested.

## Person Specification

### Essential

- A gifted and creative communicator with proven experience in delivering effective communications to different audiences.
- Excellent written skills with the ability to produce concise and engaging content
- Excellent presentation and interpersonal skills that will be required to build relationships with existing and potential partners and funders
- Confident and creative user of social media
- Experience of producing successful funding proposals
- Experience of working with and supporting volunteers
- Ability to plan and prioritise own workload but also have a flexible approach as part of a small team
- Ability to demonstrate initiative and work well under pressure
- Willingness to travel and to work evenings and weekends as required
- Sympathetic to the vision, mission and values of The Boys' Brigade

### Desirable

- Experience of working in/with the media/PR
- Video production skills
- Experience and understanding of youth sector
- Understanding of the current challenges facing the charity sector and specifically the fundraising and communications environment
- Fundraising, Marketing, PR or Communications qualification

*June 2021*