

Head of Fundraising and Communications Job Description

ABOUT SiMBA

SiMBA is a charity registered in Scotland, yet our services reach across the UK and Ireland. SiMBA exists to support families and those close to them whose baby has died at any stage of pregnancy or around the time of birth. We support anyone who has lost a baby no matter how recent, or how long ago the loss was. We donate our precious Memory Boxes to maternity and gynaecology wards, neonatal units and hospices so that families can ideally be offered a Memory Box at the time of their loss, using their Memory Box to honour their baby and where possible, create memories of precious time spent together.

SiMBA also refurbishes Family Rooms in hospitals, installs memorial 'Trees of Tranquillity' and by the Trees holds memorial events such as Butterfly Remembrances. SiMBA holds annual Wave of Light services during Baby Loss Awareness Week. SiMBA also enhances support available to bereaved parents through our healthcare professional training.

PACKAGE DESCRIPTION

Job Title: Head of Fundraising and Communications

Office location: McSence Business Park, Mayfield, Midlothian, EH22 5TA

Reporting to: CEO

Term: Permanent

Hours: 37.5 hour week, hybrid and flexible working - you can work a blend of office based (2 days per week) and home working hours. Occasional weekend or out of hours work will be required in support of fundraising events.

Remuneration: £38-£40k P.A, annual leave entitlement of 33 days per year, inclusive of public holidays, which increases to 35 days after 2 years' service, Nest Pension

Flexible Working: We know that the traditional 9-5, five days a week doesn't suit everyone. We are happy to offer the opportunity of working flexibly if this is something that is right for you.

JOB INTRODUCTION

Reporting to the CEO, you will be working for a small, busy, growing charity with a team who are passionate about enhancing the experience of the families and individuals who turn to SiMBA for support, or who want to support us, through fundraising, making a donation or volunteering.

We are looking for a team player with excellent communications skills, who is able to engage with people at all levels, establishing relationships with all key stakeholders and has proven experience across the fundraising and communications functions. You must be passionate about working with the fundraising and communications team to engage with every fundraiser and donor to ensure they receive a high quality and consistent supporter journey.

This is a hands-on role where you will be leading the newly established fundraising and communications team, driving and increasing SiMBA's income from fundraising activities and donations, managing and overseeing their day-to-day responsibilities and ensuring operational excellence across the fundraising and communications function. You will work with the CEO to develop and deliver the fundraising and communications strategies, aiming to meet or surpass an income target.

You will have direct contact with people who have experienced the loss of a baby; parents, family members, friends and colleagues and healthcare professionals who are supporting them. Experience of working with charity beneficiaries and managing the sensitivity around this is desirable.

You must be able to work with an empathetic approach and know that you would be comfortable in a bereavement care environment. SiMBA provides strong internal support through our induction processes and regular check ins and external supervision is also available; there are dedicated employees taking care of our support services for you to signpost someone onto.

MAIN RESPONSIBILITIES

Overview

The Head of Fundraising and Communications will be responsible for the smooth running of the day-to-day fundraising and communications function, managing a small, newly established team to deliver on our fundraising target and strategy. This role is largely operational in its focus but will also require you to support the CEO and our Board at a strategic level. You will work very closely with your team to deliver on operational activities, whilst still able to focus upon setting and monitoring progress against the fundraising and communications strategies and establishing effective processes and systems. This role would therefore be ideally suited to an experienced Fundraising Manager looking to take on more responsibility in the management of a small team or applying skills learnt as a departmental lead in a larger charity to a "Head of" function role in a smaller organisation.

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Fundraising

- Management of the fundraising and communications team to deliver our agreed income and fundraising plan
- Ensure all activities achieve a good return on investment and are delivered within budget and achieve target income for managed income streams
- Supporting the CEO on the development of SiMBA's fundraising and communications strategy in relation to fundraising and making recommendations as appropriate
- As part of this strategy, lead on the diversification of SiMBA's fundraising income streams, growing successful income generating activities and introducing new fundraising methods, including: overseeing the team in the co-ordination and management of fundraising campaigns – comprising community, trust, corporate, major donor and digital fundraising across the charity, other income streams such as Youth and Philanthropy Initiative (YPI), payroll giving
- Work with the CEO and Finance Administrator to manage departmental budgets
- Work with the Service Manager to manage campaigns for our Trees of Tranquillity and Family Room projects
- Engage with regular donors, major donors, people who make one-off and corporate donations. Work with the Community and Events Fundraiser to identify and develop new donor opportunities and areas of potential support
- Support our Community and Events Fundraiser to build relations with third party event organisers and promoting events across from the UK and Northern Ireland
- Identifying and scoping out funding applications to charitable trusts and foundations and liaise with external bid writing consultants.

Communications

- Overseeing day-to-day management of the charity's social media presence, including publishing content, and driving and responding to engagement
- Support the Communications and Digital Officer to develop and maintain branding and communications guidelines, ensuring "one voice" for the charity across all platforms
- Management of the Communications and Digital Officer to support the creation of content for the charity's communication channels, identifying potential news stories and working across teams to plan and develop content

Internal and External Relationships

- Utilise networking skills, representing the charity to high profile and high net worth individuals and persuade them that our cause is one they should contribute to
- Build relationships with charitable trusts, foundations and other institutional funders
- Attend networking events and meetings with potential donors
- Attend board meetings with CEO and Deputy CEO to report on fundraising and communications activity and present proposals to Trustees for fundraising and communications development

Management

- Line manage and motivate a fundraising and communications team across different fundraising functions
- Hold regular one to one support meetings with direct reports ensuring direction and feedback and allowing a safe space for new ideas and creativity
- Support Deputy CEO in delivering HR plans and processes, identifying training and support needs and plan and budget accordingly
- Utilise and encourage effective recording systems for information, monitoring and evaluating all fundraising activities and collating monthly reports

Administration

- Provide regular reports to the CEO on key activities and performance of the fundraising team
- Ensure that all fundraising activities fall within current data protection legislation and sector best practice guidance
- Support the Fundraising and Communications Administrator to develop and maintain a suite of operational procedures to support the fundraising administration function in a streamlined way. Provide support, guidance and management to the fundraising and communications administration and database function
- Ensure CRM (eTapestry) and other key administration programmes are used by all fundraising and communications team members according to best practice to ensure key data and projects are recorded in an accurate and timely manner
- Work with the Community and Events Fundraiser and operational staff to develop and implement a clear supporter journey to maximise all income streams
- Utilising digital skills to maximise mobile and online giving. Adept at using these technologies and be aware of their fundraising potential

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WORKING ENVIRONMENT	
<p>We foster a positive working environment which promotes employee wellbeing, collaboration, growth and goal attainment. SiMBA is going through an exciting period of growth, and we are building our team to further deepen the quality of our core services. We have a strong and supportive team ethos where all members pull together in the interests of fulfilling the charity's objectives. We all take collective responsibility for our culture because we know it has a ripple effect out across our brand. That's why our culture of inclusion at work and our people are at the heart of everything we do. Given the sensitive nature of SiMBA's work it is essential that discretion is exercised, and confidentiality is maintained, with a mature, professional and empathetic approach applied to all areas of work.</p>	
KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED	
<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • Significant knowledge of a range of fundraising income streams and how to implement them into a growing charity • Effective management skills - line managing a fundraising/comms team • Excellent written and oral presentation skills and communication skills • Excellent people and networking skills • Able to demonstrate empathy and sensitivity when interacting with service users and to communicate appropriately • Knowledge of the charity sector • Innovation skills: introduce strong ideas about how to hit fundraising targets in this climate • Budget management skills: work effectively with resources • Effective time management skills with an ability to multitask, prioritise and meet deadlines • Able to manage a diverse and demanding workload • Strong administration skills, proficient in the use of Microsoft Word, Excel, PowerPoint, Outlook and other IT applications • Excellent working knowledge of fundraising CRM database • Keen to learn, strive for continuous improvement and make a difference • Valid driving licence 	<ul style="list-style-type: none"> • Previous experience in the charity bereavement care sector • Strong knowledge of third sector communications, PR and marketing, able to engage local and national media including supporters as well as bereaved families through a variety of mediums
Qualifications	<ul style="list-style-type: none"> • Career qualification from the Chartered Institute of Fundraising such as the Diploma in Fundraising and Advanced Diploma in Fundraising would be advantageous.
Experience	
<ul style="list-style-type: none"> • A track record of a minimum of three years' successful fundraising in the charity sector is essential 	