

**Fundraising and Communications Officer  
APPLICATION PACK**



**Closing date: 30<sup>th</sup> April 2021**

**Interview date: 11<sup>th</sup> and 13<sup>th</sup> May 2021**

Please call Charlotte stone on 0113 235 1331 or email [charlotte.stone@leedsmencap.org.uk](mailto:charlotte.stone@leedsmencap.org.uk) if you would like to discuss the role in more detail

## **BACKGROUND INFORMATION**

Leeds Mencap is a busy, friendly and ambitious local charity based in East Leeds but operating city wide. Based at The Vinery Centre, we have a thriving community nursery and room hire enterprise running alongside our specialist services for children and young people with learning disabilities and their families.

We are an independent local charity and we need to raise all our own funds.

Our funding currently comes from trusts and foundations, companies, individuals and events and community fundraising and we have two grants with the local authority. We also receive income from Jimbo's community nursery and from hiring out the space in the centre. Our service users pay a small contribution towards the cost of the services they receive.

We are fortunate in that we have a range of compelling services to support. We have a small fundraising team and so we need to be flexible and creative in our approach. Traditionally, the majority of our fundraising income has come from grants but we want to build on our current position with companies, events and community fundraising and develop new areas of fundraising like regular giving. Over the next three years we also need to extend our reach and develop new relationships and partnerships.

You may have worked in another area of fundraising or have transferable skills from a different role, including volunteering opportunities. You must have the enthusiasm, creativity and communication skills to engage with people from different audiences and get involved with a variety of different projects and initiatives. You'll be a self-starter who can manage their own workload and be willing to get stuck in during this exciting time for Leeds Mencap.

In return you'll work in a supportive team in a bright and airy building which is humming with a wide range of activities. The children in our on-site community nursery never fail to entertain. We can offer flexible working and a generous annual leave entitlement with company sick pay entitlement from the first day of employment. This is a fantastic opportunity to join an ambitious local charity and we look forward to hearing from you.

Please go to [www.leedsmencap.org.uk](http://www.leedsmencap.org.uk) to find out more about our services.

<b>JOB TITLE:</b>	<b>Fundraising and Communications Officer</b>
<b>REPORTING TO:</b>	Fundraising and Communications Manager
<b>RESPONSIBLE FOR:</b>	Volunteers
<b>SALARY:</b>	£21,000 - £24,000 per annum depending on experience
<b>HOURS:</b>	37.5 hours per week.
<b>ANNUAL LEAVE:</b>	28 days per year plus public holidays
<b>LOCATION:</b>	The Vinery Centre, 20 Vinery Terrace, LS9 9LU. (Currently home based due to Covid-19 guidelines)

**Purpose of the role:**

Responsibility for increasing income and raising the profile of Leeds Mencap. The role will include raising income and awareness with members of the public, community groups, companies and Charitable Trusts and Foundations.

**Main duties and responsibilities:**

**Fundraising**

- Actively identify opportunities for new fundraising opportunities and work with the Fundraising and Communications Manager to deliver a programme of fundraising activities
- Recruitment and co-ordination of fundraising volunteers
- Engage more people with what we do from companies, community groups, individuals
- Approach and gain support from community groups such as schools and rotary clubs
- Provide fundraising support and advice to individuals, groups or companies who want to support Leeds Mencap.
- Plan and co-ordinate innovative fundraising events whether in person or digital for example our Learning Disability Week activities and Summer family fun day.
- Be the main point of contact for individual donors, ensuring they receive excellent supporter care including thank you letters and updates
- Research and develop ways to recruit new supporters using digital tools.
- Drive income through digital channels, taking ownership of the day-to-day use of Google Ad Grants, Google Ad campaigns and Facebook ads.
- Work with the Fundraising and Communications Manager to approach Trusts, Foundations and Companies, including research, sending applications for support and update reports to donors
- Assess the performance of fundraising activities and evaluate according to key performance indicators eg. Return on investment
- Attend external events as a representative for the charity and to engage members of the public with the charity

## **Communications and Marketing**

- Manage all Leeds Mencap social media channels including Facebook, Twitter, LinkedIn and Youtube
- Create engaging content for social media, website and other marketing and communication materials
- Coordinate the design and production of marketing materials as needed
- Test different approaches, track and measure results across all of our marketing channels. Provide reports on all digital activities by analysing data to provide meaningful insight into the factors that are contributing to our digital performance
- Maintain the Leeds Mencap website and regularly update it with news articles
- Write press releases, organise press calls and respond to media enquiries
- Lead on the creation of our newsletter, sent to supporters and beneficiaries. This will include collecting news and stories from other teams
- Create new case studies showing the impact of our charitable services
- Provide social media and communications support across the organisation when required
- Deliver motivating and inspirational presentations to a range of audiences

## **Planning and Administration**

- Maintain accurate records and updating our donor database as required
- Manage the Fundraising equipment and stocklist, including tshirts, collection tins etc.
- Contribute to the fundraising and communications work plans and strategy
- Maintain detailed record of income and expenditure

## **General**

- Attend training as needed and demonstrate commitment to personal and professional development
- Be willing to work outside of normal working hours to attend and support events and activities.
- Additional Responsibilities as required from the charity in line with experience, for example occasional reception cover

**Person specification: Fundraising and Communications Officer**

**Person Specification**

- In order to fulfil the requirements of the post, applicants must meet the following criteria. Candidates will only be short listed for interview if they can demonstrate in their application that they can, or have the potential, to meet these criteria (essential criteria are marked (e) and desirable criteria are marked (d)).

<b>Criteria</b>	<b>Essential/ Desirable</b>
<b>Experience</b>	
Experience of working in fundraising, communications or similar role. This could be in a paid or volunteer capacity. Minimum of one year experience.	E
Track record in securing funding or meeting targets	E
Experience of creating marketing materials using graphic design tools	D
Experience of working on a variety of projects, managing multiple tasks to deadlines and prioritising own workload	E
Experience of using databases and spreadsheets	E
Experience of Social Media, including Facebook, Twitter and Instagram, preferably in a work role.	E
Experience of organising and co-ordinating events	D
Experience of monitoring and evaluating performance and impact of campaigns and activity	D
<b>Skills</b>	
Creative thinking with the ability to generate ideas and develop creative, impactful campaigns	E
Strong writing skills to communicate compelling stories in a range of media including funding proposals, marketing materials, social media	E
Excellent verbal communication skills. Ability to communicate with people in a friendly, professional and confident manner	E
High standards of IT skills including Word, Excel and Outlook	E
Excellent attention to detail	E
High level of literacy and numeracy	E
Good time management skills and the ability to organise, plan and prioritise on own initiative including when under pressure and meeting deadlines	E
Strong research and analytical skills	E

<b>Knowledge</b>	
Knowledge of platforms used to send out mass mailings, such as MailChimp	D
Knowledge and understanding of digital marketing and social media channels	D
Knowledge and understanding of CRM databases	D
Knowledge of wordpress and maintaining a website	D
Understanding and awareness of the challenges facing small charities	D
<b>General</b>	
Access to a vehicle for work purposes	D
Fundraising Qualification	D
Commitment to the aims and objectives of Leeds Mencap and willingness to understand issues affecting people with learning disabilities and their families	E
Interest and commitment in developing your career in fundraising	E
Willingness to work flexibly both in terms of the role and hours as dictated by the needs of the job. There may be events at the weekend or during the evening (We always offer time off in lieu)	E