



## FUNDRAISING AND COMMUNICATIONS MANAGER

### **Main Purpose of Job**

ADSS (Alzheimer's and Dementia Support Services) believes in enabling those who live with dementia to live well. ADSS is Kent's biggest independent charity dedicated to providing support to people affected by dementia. Following a significant expansion in 2022, the team is now supporting more people than ever before.

To consolidate this growth and ensure ADSS can care for its beneficiaries into the future, ADSS has created the role of Fundraising and Communications Manager. Reporting directly to the CEO, the role represents an exciting opportunity for an emerging fundraising leader.

You will provide subject matter expertise in fundraising and will develop and deliver the fundraising strategy in support of ADSS's mission.

You will join the Senior Leadership Team (SLT), participate in committees and working groups with the charity's board of dedicated trustees and lead the Fundraising and Communications function within the charity.

An excellent communicator and relationship builder, you will lead the production of compelling cases for support. Digitally adept, with a wealth of knowledge across the charitable sector, you will have the insight, analytical ability and creativity to build on the charity's strengths. You will cultivate new audiences and funding streams, whilst providing the highest standards of stewardship to existing donors.

You will be able to demonstrate skill and experience as a manager of people, projects, and campaigns along with a consistent record of meeting targets.

The successful candidate will work with the CEO and trustees to consolidate existing support and build new relationships to fund the implementation of the charity's new strategy up to 2030.

**Reporting to:** Chief Executive Officer

**Line manages:** Senior Fundraiser, Fundraiser and Communications Coordinator

**Location:** Alzheimer's and Dementia Support Services offices and 1 or 2 days a week of homeworking

**Hours:** 37.5 hours per week based around core office hours Monday-Friday, 9:00am-5:00pm, with regular monthly evening meetings and occasional weekend events.

**Salary:** £38,000 (dependent on experience)

### **Principal Responsibilities**

#### **Leadership**

- Represent the Fundraising and Communications functions on the Senior Leadership Team.
- Play a leadership role in committees and working groups with trustees and colleagues.
- Be an Ambassador for ADSS: embody its values and provide a role model for the organisational culture.



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### Fundraising

- Lead on devising a Fundraising Strategy for agreement with the CEO and Trustees including:
  - Identifying new streams of funding.
  - Consolidating and growing existing donor relationships.
  - Innovating on supporter journeys and stewardship.
- Agree fundraising targets with the CEO and support the team in meeting them.
- Create compelling cases for support and fundraising campaigns.
- Build a fundraising team that will be able to meet the Charity's fundraising ambitions.
- Develop the use of Salesforce as ADSS' fundraising data base and record management.

### Communications

- Collaborate with the team and Trustees to analyse ADSS's audience and create Communications and Digital Strategies to enhance engagement across channels and platforms.
- Oversee the use of all external communications channels to creatively tell the story of the work and impact of ADSS.
- Collaborate with the Finance Manager and wider team to produce the Annual Impact Report.
- Support the Board of Trustees, CEO and COO to minimise the Charity's exposure to reputational risk.

### Management

- Recruit, lead, manage and develop Fundraising and Communications staff, including providing support, guidance and training; appraising and managing performance, ensuring the team workflow is managed effectively towards meeting targets.
- Identify individual and team training needs and plan accordingly through appraisals.
- Ensure staff adhere to the policies and procedures established by ADSS.
- Manage projects, programmes and campaigns through their lifecycle to time and budget, including oversight of external supplier delivery where necessary.

### Resources

- Identify skills and other gaps. Produce business cases for the required training, staff or external resource.
- Select, prioritise and arrange resources for engagement via digital platforms.

### Compliance/governance

- Support the CEO to ensure the charity complies with legislation and other requirements for the charity's operations, including GDPR.
- Ensure we meet our HMRC obligations and understand tax relief and liabilities in relation to different modes of fundraising.
- Support the CEO and Trustees in ensuring that Policies related to Fundraising and Communications are up to date and fit for purpose.

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### General Responsibilities

- Abide by organisational policies and practices including Equal Opportunities and Confidentiality.
- Participate in your own appraisal with your line manager. To work with the line manager to review professional development and undertake training as agreed.
- Provide management support and coaching for staff on Fundraising and Communications matters as required.
- Contribute through ADSS meetings, training and outreach/events to the development of ADSS's services.
- Contribute to and attend internal/external events and support the COO/SLT with the promotion of the organisation's workplace culture.
- Any other duties which are considered commensurate with the post.

### Dimensions and Limits of Authority

- This job description does not form part of your contract of employment. The duties laid down in this job description may change from time to time following a review and in consultation between post holder and the CEO.

### Person Specification

	Criteria	Essential/ Desirable
Qualifications	Accredited Fundraising qualification.	Desirable
Knowledge	Relevant legal, regulatory and guidance frameworks for fundraising and communications within the charitable sector.	Essential
	Currency with fundraising and communications trends, research sector-level publications	Essential
	The wider context of delivering services to people living with Alzheimer's and Dementia.	Desirable
Experience	At least three years of Line Management with strong performance against team targets.	Essential
	Significant contribution to the SLT of a high-growth, values-led organisation.	Desirable
	Track record of achievement in leadership at least one of the following fundraising disciplines: <ul style="list-style-type: none"> <li>○ Individual Giving.</li> <li>○ Community Fundraising.</li> <li>○ Digital Fundraising.</li> <li>○ Corporate Fundraising.</li> <li>○ Events Fundraising.</li> </ul>	Essential

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	○ Legacy Fundraising.	
	Familiarity with diverse funding streams through leading a multi-disciplinary team.	Desirable
	Consistent high performance in income generation, able to provide examples of individual success against targets as well as in the context of leading and participating in teams.	Essential
	Using Fundraising, Communications and market data to support operational and strategic decisions.	Essential
	Experience of brand development and management.	Desirable
	Demonstrable experience of creating, implementing and evaluating successful marketing and audience development strategies.	Desirable
	A track record of identifying, developing and optimising new streams of funding alongside consolidating and growing “steady state” funding.	Desirable
	Delivering projects through their life cycle to time and budget.	Essential
	Optimising external supplier relationships to deliver value to the charity.	Desirable
Skills	Ability to act as an ambassador for the SLT, the Fundraising and Communications team, ADSS and its values.	Essential
	Subject matter expertise in Fundraising.	Essential
	Excellent written and verbal communication skills. Able to tell compelling stories to attract and galvanise support.	Essential
	Creative vision in communicating and planning.	Desirable
	Ability to engage and build strong working relationships with a wide variety of stakeholders.	Essential
	Copywriting and copy editing for a range of internal and external audiences.	Desirable
	Ability to drive continuous improvement and solve problems in a team environment.	Desirable



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	Strong numerical and data analysis skills.	Essential
	Ability to work independently and as part of a team.	Essential
	Presenting fundraising and communications-related information to those with a different background.	Essential