

## Fundraising and Communications Manager Job Description

**Location:** Hybrid (home-based and office working in London and Brighton)

**Reporting to:** CEO

**Contract type:** Full time, Permanent

**Expected start:** 2024

**Annual salary:** £37 500 - £40 000 (depending on experience)

### ABOUT DEAFKIDZ INTERNATIONAL

DeafKidz International (DKI) is global charity working to ensure that deaf children and young people are able to live safely and without fear of abuse. Responding to the safeguarding and protection needs of deaf children and young people globally, we deliver educational programmes to reduce their risks of physical, sexual, emotional abuse and neglect, and create inclusive opportunities for deaf children to fully realise their potential.

### JOB PURPOSE

This is an exciting opportunity for an experienced fundraiser to join a small but growing charity that has been in operation for 10 years. This role will manage strategically all fundraising and communications activities in line with DeafKidz International's organisational strategy. The Fundraising and Communications Manager will manage a range of fundraising streams, including trusts and foundations, institutions, individuals and corporates and line-manage the Fundraising and Communications Officer who leads the community and events fundraising. This role will be 70% fundraising and 30% communications.

### KEY TASKS AND RESPONSIBILITIES

1. Lead the development and implementation of DeafKidz International's fundraising strategy to achieve sustainable income growth to ensure the continuation and development of priority programme areas.
2. Deliver income and expenditure forecasts, including increasing unrestricted and restricted funding from institutional grants, trust and foundations, individuals donors and corporate supporters.
3. Develop, monitor and evaluate the fundraising strategy, testing new approaches to grow and diversify income streams
4. Develop and promote strategic communications across the charity including marketing and website content, liaising with programmes team in-country and in the UK as well as Ambassadors to create content and raise profile of charity.
5. One direct line management, overseeing and supporting the Fundraising and Communications Officer who leads events, community fundraising and social media communications.

### Fundraising (70%)

- Manage diverse income from different fundraising streams, including institutions, trusts and foundations, corporates, individual giving, campaigns, events and community fundraising.
- Directly responsible for managing and developing donor and stakeholder relationships with institutions, trusts and foundations and individuals.
- Undertake prospect research and networking to identify and grow new prospects, developing a strong pipeline of funding applications and opportunities
- Plan, write and submit compelling applications to institutions, trusts and foundations, ,

based on a clear understanding of DKI's global programme priorities and donor requirements.

- Develop and submit progress reports or communications required for institutional and , trusts and foundation grants.
- Develop and secure new corporate partners, building donor relationships.
- Ensure adequate and up to date records, using databases and fundraising platforms including Enthuse, Just Giving and Visufund.
- Plan, design and manage campaigns/fundraising appeals to the public and individual donors, including joint fundraising initiatives with Global Ambassadors.
- Oversee fundraising events, community and challenge events led by Fundraising and Communications Officer
- Represent DeafKidz International at conferences, meetings or networking stakeholder events in the UK or internationally
- Provide administrative support where needed

### **Communications (30%)**

- Manage and promote strategic communications for the organization.
- Work with Fundraising and Communications Officer and communication agencies to develop relevant and quality communications materials, including leaflets, brochures and social media and web content, and any other communication materials needed by the team.
- Liaise with and manage designers, printers and other third party communication providers ensuring consistent branding and messaging.
- Manage all updates across social media.
- Oversee and contribute to website management and content development, as well as quarterly e-newsletters to supporters via MailChimp.
- Plan, coordinate and manage external media relations including press releases and articles for relevant publications.

This Job Description does not provide an exhaustive list of duties and may be reviewed in conjunction with the post holder as the role develops.

### **JOB LOCATION**

The role is expected to be largely home-based and remote with some office-working and in-person meetings on a regular basis. Office working will mostly be within London and Brighton, though some travel may be required if meetings and conferences are held in other locations within the UK.

### **PERSON SPECIFICATION**

The successful candidate will fulfil most of the following criteria:

#### **Essential Knowledge and Experience:**

- 3 - 5 years experience in fundraising preferably in the international development sector.
- Proven track record in developing, planning, managing and reporting on complex institutional, trust and foundation donor-funded projects of at least £500,000 per annum and securing 5-6 figure multi-year grants.
- Demonstrable experience of preparing quality narrative and financial reports for institutional, trust and foundation donor-funded projects.
- Knowledge of a variety of fundraising rules and regulations including GDPR, financial control procedures and risk management.
- Proven ability in producing effective, cohesive, motivating and inspiring campaigns, appeals and events to increase individual giving.

- Previous experience of managing corporate partnerships.
- Experience of reviewing budget and financial reports and presenting these to funders
- Ambitious, results driven, able to work on own initiative and as part of a team
- Ability and confidence to represent the organisation to potential and existing funders
- Strong networking/relationship-building skills and public speaking skills
- Excellent written communication skills, ability to inform and engage through grant applications and written content.
- High capacity for work output in order to meet tight deadlines and multiple priorities.
- Excellent problem-solving skills and resourcefulness.
- Experience working closely with others over geographical distance and different cultures.
- Excellent IT skills (Word, Excel, Powerpoint, Outlook, Microsoft Teams)

### **Desirable**

- Deaf/ lived deaf experience / BSL user
- Experience working with deaf people or people with disabilities
- Previous experience or an understanding of the issues surrounding child protection / safeguarding
- Previous experience of working overseas in the international development sector, preferably in disability or education
- Experience of using donor databases and donation platforms such as Donorfy or Raiser's Edge or Enthuse
- Experience of creating copy and content for marketing and communications materials
- Experience of website software such as WordPress and/or digital editing software such as Canva or Photoshop

## **CORE BEHAVIOURS**

### **Team working:**

- Builds and maintains effective relationships, with colleagues, donors and partners
- Values diversity, sees it as a source of competitive strength
- Enthusiastic, positive and collaborative

### **Results-driven:**

- Solution and results-focused
- Takes initiative, persists at tasks and pursues completion of objectives

### **Flexibility**

- Is open to change and new information.
- Adapts to new information, changing conditions or unexpected obstacles quickly

**Innovation:**

- Thinks 'outside the box'

**Integrity:**

- Honest, open and transparent
- Upholds DeafKidz International's values
- Acts without consideration of personal gain
- Takes prompt action in cases of unprofessional or unethical behaviour and inappropriate conduct

**TO APPLY**

Applications should be sent to [recruitment@deafkidzinternational.org](mailto:recruitment@deafkidzinternational.org) by 9am 22<sup>nd</sup> January 2024 and should include:

- A short (one page) cover letter addressing the person specification above, explaining your interest and suitability for the role; and
- CV (maximum 2 pages) outlining your education and experience.

First interviews are likely to be held in person in London or Brighton (or via Zoom if needed) in the week commencing 29<sup>th</sup> January 2024. Second Interview dates TBC.

DeafKidz International is an equal opportunities employer and we positively welcome applications from all suitably qualified persons regardless of their age, disability, gender, marriage or family status, race, religion or belief, sexual orientation, or any other basis. **We are particularly seeking applications from deaf candidates for this role.**

DeafKidz International has zero tolerance of abuse, exploitation, inappropriate behaviour or harassment of any kind. We are committed to the safeguarding and protection of children, vulnerable adults, beneficiaries and our staff. All staff, consultants and volunteers are required to share in this commitment through our Code of Conduct. We will undertake pre-employment checks including references and criminal record checks as appropriate.

**If you have any questions about the role please contact [info@deafkidzinternational.org](mailto:info@deafkidzinternational.org)**

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<http://www.deafkidzinternational.org/>