

## Job Description - FareShare Sussex Fundraising & Communications Manager (Maternity Cover)

<b>Job Title:</b>	Fundraising & Communications Manager
<b>Reports to:</b>	Development Manager
<b>Responsible for:</b>	Interns and volunteers
<b>Location:</b>	Moulsecoomb, Brighton
<b>Hours:</b>	Full time (37.5 hours per week)
<b>Salary:</b>	£19-20K
<b>Term:</b>	Fixed term contract for 13 months, starting 5 <sup>th</sup> March 2018

### About FareShare Sussex

FareShare is a national charity fighting food poverty and tackling food waste by redistributing surplus from the food industry to community groups and charities across the UK. Based in Moulsecoomb, Brighton, FareShare Sussex is one of 21 Regional Centres that operate locally to ensure food that would otherwise go to waste is being used positively to support people that need it most. It currently delivers over 40 tonnes of food a week to 100 service providers and charities including homeless shelters, food banks, children's centres and lunch clubs.

City Gate Community Projects (registered charity 1093245) is the delivery partner and franchise holder for FareShare Sussex.

### Main purpose of this role

This is an exciting opportunity to support the development of FareShare Sussex at a time of expansion. Working in a small staff team, you will be responsible for delivering allocated activities in the sustainable fundraising strategy and raising the profile of the organisation through effective communications activities.

### Duties and responsibilities

#### Fundraising

- To support the development of and delivery of the sustainable fundraising strategy
- To research, identify and make applications to trusts and foundations
- To produce timely and accurate tailored reports to funders
- To manage and grow individual and community giving income streams including promotion, donor relationship-building and retention
- To support the Development Manager manage and grow corporate giving income
- To monitor and review the income of the organisation against the budget and report to the finance group on a monthly basis
- To work in partnership with external organisations, businesses, agencies and local government to identify and develop growth opportunities

#### Communications

- To develop and deliver the communications strategy and action plan to raise the profile of the organisation and encourage support
- To manage, maintain and develop all communications channels including the website, newsletters and social media
- To regularly produce effective content for communications channels including case studies
- To manage all aspects of publicity including producing press releases, responding to press enquiries and building relationships with media representatives
- Alongside the Development Manager, to represent FareShare Sussex at events and in communications including local media

- To manage and deliver internal communications, working alongside the Volunteer Coordinator to enhance communications within the team
- To manage and utilise marketing tools such as Google AdWords
- With steer from the FareShare UK communications team, develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Lead on copy-writing and production of marketing materials and key publications including the annual impact report
- Report on and analyse all aspects of communications

#### **Other**

- To work with the Development Manager and Treasurer to manage and monitor an annual budget
- To support the busy warehouse operation on an ad hoc basis with administrative assistance and occasionally running the warehouse during staff absences
- To manage aspects of monitoring and evaluation activities including the annual survey to charity members, running and interpreting reports from our database
- To assist the Volunteer Coordinator with aspects of volunteer support and management
- To assist with other admin and support tasks as requested

#### **Person specification**

##### **Essential**

##### **Experience**

- Proven experience in fundraising and building relationships with donors
- Proven experience of delivering effective communications activities

##### **Skills, abilities and attitudes**

- Excellent written communication skills, including the ability to write persuasively and for different audiences
- Excellent verbal communication skills, including excellent customer service and the ability to communicate effectively with people with diverse needs
- Excellent administrative and organisational ability
- IT literacy including word processing, spreadsheets and databases
- Digital competency including online marketing tools and CMS
- Excellent self-motivation and ability to use initiative alongside working effectively within a small team
- Strong presentation skills to promote the FareShare message to a range of audiences
- Ability to create and maintain successful working partnerships with multiple stakeholders
- Good numerical and analytical skills
- A commitment to Equal Opportunities and inclusivity
- Willingness to work flexibly including evenings and weekends
- To subscribe to the values, vision and mission of the organisation

##### **Desirable**

##### **Experience, skills and abilities**

- A full range of fundraising experience including trusts and foundations, individuals, community and corporate giving
- Experience delivering successful marketing campaigns
- Experience working with volunteers
- Financial management and budgeting
- An understanding of data protection including new GDPR regulations coming into effect in 2018
- A full clean driving licence