HEAD OFFICE

JOB DESCRIPTION & PERSON SPECIFICATION

FUNDRAISING & COMMUNICATIONS MANAGER

**BACKGROUND**

Centred(Scotland) is a progressive charitable company based in the Highlands. For over 35 years we have been at the cutting edge of mental health support. We provide services in the community to around 300 services users from our offices in Inverness, Wick, Fort William and Easter Ross and via our Recovery Centre based in Inverness. Due to further expansion and greater ambition we are seeking an experienced fundraising and communications specialist to co-ordinate our team to greater heights.

**LOCATION:** Inverness.

**REPORTS TO:** Chief Executive

**REMIT:**

To lead on all fundraising and communications for the organisation, securing funds from charitable trusts, foundations and corporate and individual sponsors and ensuring the brand is current in the public eye.

To develop and deliver the company’s Marketing and Communications Strategy with the responsibility of managing our corporate messaging and brand.

**SALARY:**  £35,253.40 - £41,350.40

**THE ROLE**

As Fundraising & Communications Manager, you will be supported by a team of two people to deliver the communications strategy of the organisation and for developing philanthropic income streams from individual donors and broader fundraising appeal and campaigns.

**DUTIES**

To deliver and run fundraising campaigns, delivering against targets

To grow income and innovation, matching levels of ambition across the organisation

Produce outstanding copy and innovative approaches for campaign materials

Maintain and improve the ROI of fundraising campaigns and appeals.

Manage relationships with suppliers (internal and external), including creative support, print and design, ensuring the most cost-effective approaches for campaigns.

Develop and implement marketing and communications campaigns and strategies and monitor their success

Define key performance indicators for each fundraising/communications channel which will indicate a campaign's level of success

Create marketing and communications information to ensure that it is consistent with the organisation's brand, including research papers, website copy, and more

Ensure that all communications and marketing materials align with brand standards

**THE PERSON:**

It is essential for this role that you have substantial experience in project managing appeals and campaigns gained within a charity or other fundraising organisation.

Preferably, you will need experience in running direct mail, email, mobile campaigns and lotteries/draws for fundraising.

**SUMMARY OF TERMS & CONDITIONS:**

The post will be offered subject to two acceptable references.

The appointment is subject to a six-month probationary period. The post holder will participate in monthly supervision sessions and will have an annual appraisal.

The list of duties in this job description is not intended to be exhaustive but highlights a number of the major tasks of the post. You may be required to undertake additional duties, which might reasonably be expected of you and which form part of the function of the post.

Every job description will be subject to review on an annual basis, or As a result of a change of strategic management, or As a result of team/operational requirements, or As a result of agreed staff development and appraisal needs and objectives.

Reviewed January 2023