

# Job Description



<b>Job Title:</b>	Development and Communications Manager
<b>Hours:</b>	30 Hours (equivalent of 4 days per week)
<b>Reporting To:</b>	Head of Communications and Policy
<b>Location:</b>	Office based: HEART UK Office, Maidenhead, Berkshire. With some flexibility to work from home by agreement as appropriate – including temporary arrangements in compliance with applicable COVID-19 restrictions.
<b>Contract:</b>	Permanent
<b>Responsibilities for People:</b>	Line management of 2 (part time) fundraisers

## **Job Purpose:**

Reporting to the Head of Communications and Policy, you will be a member of the Fundraising and Communications teams. The Development and Communications Manager (D&C Manager) role will line manage 2 (Part time) fundraisers and will work with the fundraising team to further develop the fundraising strategy to deliver against ambitious targets. The role will report into and work closely with the Head of Communications and Policy to ensure effective promotion of fundraising activities and HEART UK's general communications.

For Fundraising the D&C Manager is responsible to leading the further development and implementation of HEART UK's annual fundraising strategy. They are expected to: undertake proactive, responsive and accurate research on prospects and potential sources of funding; develop and cultivate relationships with companies, trusts and foundations and other individuals or organisations who may support our work; assist with writing, coordination and submission of funding applications to donors; plan and implement fundraising campaigns.

For Communications the D&C Manager will support on the development of HEART UK's communications, managing and promoting HEART UK through various platforms (website, email, newsletter, social media, traditional media, print).

## **Job Context:**

HEART UK is passionate about preventing premature deaths caused by high cholesterol. We're committed to raising awareness about the risks of high cholesterol, lobbying for better detection of those at risk & supporting health professional training. Our Trustees, team and anyone representing HEART UK do so in line with our values: Respect, Trust, Professionalism, Compassion and Integrity.

## **Main Responsibilities and Tasks**

- **Fundraising**
  - Work with the Head of Communications and Policy and the Senior Fundraising Executive and Fundraising Manager to meet or exceed the annual income budget.
  - To generate sustainable funding through corporates, local businesses, the community and individuals, growing HEART UK income and improving retention and acquisition levels.
  - Work with the Fundraising Manager to explore new income generation opportunities and make recommendations as to their fit with HEART UK's strategy. Research and develop potential new business opportunities for maximizing fundraising income generation;
  - Work with the Senior Fundraising Executive to develop and roll out an annual appeal programme tailored for maximum audience engagement;
  - Work with the Senior Fundraising Executive to implement an effective Donor Stewardship Programme to maximise the lifetime value of all supporters, ensuring all funders receive the appropriate acknowledgement, recognition and required feedback in line with their specific requirements;
  - Maintain and build on relationships with HEART UK's existing donors, writing reports and submitting further applications for funding.
  - Develop strong cases for support to attract new funding for HEART UK
  - Manage and lead the identification of, and approaches to trusts, grant-makers and potential donors that have not previously supported HEART UK.
  - Contribute new ideas for fundraising and identify suitable funding initiatives.
  - Liaise with Head of Communications and Policy to produce annual action plans, identifying areas for growth and development and outlining measurable objectives.
  - To share in the general administration of HEART UK e.g. answering enquiries, production of newsletters, Annual General Meetings, conferences etc.
  - To represent HEART UK at a range of community fundraising and other events as required, including out of office hours.
  - Ensure fundraising activities are in compliance with the statutory regulations and charity's fundraising policy.
  
- **Marketing and Communications**
  - Create targeted digital campaigns to generate a regular income.
  - Liaise with the Head of Communications and Policy and relevant agencies for profile-raising activities including social media.
  - To develop fundraising materials and content for fundraising communications via letter, email, website and social media, ensuring information is relevant and up to date.
  - Managing and generating new supporters, recruiting volunteers and maintaining and developing relationships with existing supporters, including corporate partners.
  - Create offerings that build deeper connections that last, focusing on the value supporters bring rather than the volume of actions.

- Build products, campaigns, communications and marketing plans that speak clearly to audience motivation and preferences.
- **Donor management & Volunteer Support**
  - Contribute fundraising information to the regular supporter communications to present the work of HEART UK.
  - To ensure effective systems are in place to acknowledge the source of fundraising support in a timely way and to build productive relationships.
  - To nurture good relationships with ambassadors, volunteers' prospects and donors.
  - To ensure HEART UK are fully compliant with all aspects of data protection and new/updated fundraising regulations.
- **Financial**
  - Support the Head of Communication and Policy to create and manage departmental annual budgets including income streams that you have created and that the Senior Fundraising Executive and Fundraising Manager posts lead on
  - Ensure that all fundraising income and expenditure is recorded in line with procedures.
  - Integral in the development of new services to enable us to build and sustain income
- **Administrative and other duties**
  - Regular reporting to the Head of Communications and Policy on progress.
  - Actively participate in regular meetings with the team to ensure work is on task.
  - You will be required to produce regular reporting using both the Raisers Edge database and excel.
  - Ensure all data is captured on our database.
  - Project manage selected fundraising initiatives.
  - Undertake other duties as required to ensure the proper functioning of the HEART UK team.
  - Work with our support team and help to oversee fundraising administration so it works efficiently for the entire department.

## **Person Specification**

### **Essential criteria**

### **Qualification**

- Degree level education or equivalent.
- **Knowledge and experience**
  - Experience of generating significant income from a wide range of income streams
  - Demonstrable experience of working in a fundraising team.
  - Have experience in using a fundraising or marketing and sales database, ideally The Raisers Edge, and an understanding of how to extract and evaluate information.

- To understand Tax Effective Giving; payroll giving, the role of Gift Aid and apply the principles to donated income where appropriate.
  - To be aware and compliant of the legislation surrounding Direct Marketing and comply to the Fundraising Standard Board's code of practice
  - To be aware of new changes and legislations to both fundraising codes of practice and data protection
  - Good knowledge of the principals of donor development and customer service/ supporter care.
  - Possess sound knowledge of GDPR and the impact on fundraising in terms of on-going consent and deletions of donors from Raiser's Edge
- **Skills and attributes**
    - Self-starter with positive team working ethic who is willing to take the initiative and proactively engage with supporters
    - Strong presentation and negotiation skills with a creative and entrepreneurial outlook.
    - Excellent oral, written communication and interpersonal skills required, with the ability to communicate effectively with a broad range of people.
    - Self-motivated, driven individual.
    - Good negotiation and influencing skills.
    - A high level of skill and understanding digital marketing and fundraising campaigns
    - Strong project and people management skills.
    - Excellent MS Office skills in the use of email, internet, Word and Excel and PowerPoint.
- **Other**
    - Tact and diplomacy
    - Organised
    - 'Can do' attitude
    - To be a member of the Institute of Fundraising through HEART UK & represent the charity at relevant 'best practice' events.
      - Passionate for our cause demonstrating the HEART UK Values at all times [Respect, Empathy, Professionalism, Integrity and Trust]
    - Able to work occasional evenings and weekends to attend events/conferences/etc.
    - Undertake other duties as required to ensure the proper functioning of the HEART UK team
  - Other desirable criteria
    - Clean driving license

This is a description of the job as it is presently constituted. It is the practice of HEART UK to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is the organisation's aim to reach agreement on changes, but if agreement is

not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.