



Putting lives
back together
since 1965

Job Pack
**Director of Fundraising,
Communications & Marketing**

Post Title	Director of Fundraising, Communications and Marketing
Responsible to	CEO and part of the Senior Management Team
Team	Senior Management
Purpose of Post	To manage fundraising, communications and marketing team, to build awareness and support for SCT and maintain, develop and secure funding for new and existing services
Salary	£50,000 - £55,000 pa <i>(a 4-day week may be considered)</i>
Hours	35 hours per week
Location	Flexible working between home and London SCT sites
Line management	Trusts and Foundations Officer, Individual Giving Manager, Corporate Partnerships Manager, Communications Officer

Introduction

Spitalfields Crypt Trust (SCT) is an East London charity embedded in the local community, providing practical help, support and training to people who have been homeless and suffering from addiction. We are passionate about the people and communities we support and we embrace creative, innovative and inclusive ways of working that build on our collective strengths. We provide a Recovery Hub (including an abstinence-based residential recovery facility, an addictions counselling programme and a Training & Development Programme), supported houses, a Housing First service, community supports, charity shops and two social enterprises supporting people in recovery from addictions to rebuild their lives. Our integrative approach is based on the concept of 'Recovery Capital', a whole-person approach taking into account physical, cultural, social, human and spiritual factors and assets.

We seek to recruit people with a good combination of talent, skills and potential, promoting equality for all, and welcome applications from a wide range of candidates. We select all candidates for interview based on their skills, qualifications, experience and commitment to the values and purposes of SCT. (SCT - Equal Opportunities Policy 2.2 (i) and (v)).

Roles and Responsibilities

SCT is seeking an experienced leader to join our growing charity and creatively drive our fundraising, communications and marketing. We are looking for someone ambitious who cares deeply about our Mission and has proven ability to grow fundraised income across multiple streams.

Strategy and planning

- Develop, implement, lead and manage an integrated fundraising strategy, translating this into effective plans, annual targets and budgets
- Develop and lead strategy for marketing and external and internal communications
- Create a prospect pipeline and reporting schedule including an activity plan featuring application schedules, reporting mechanisms and regular 1-2-1 communication with funders and supporters (including funder visits)
- Ensure that communications, campaigns, events, and giving activities are creative, innovative, and attract broad support.

Fundraising

- Lead and manage SCT's fundraising, comprising trust, corporate, major donor, events, community, legacy and digital fundraising, harnessing the expertise and passion of the Fundraising, Communications and Marketing team
- Provide advice and input to SMT colleagues on the development of funded partnerships with statutory agencies and related applications
- Develop and maintain a pipeline of projects for investment, ensuring cases for support are produced in a timely manner
- Identify and cultivate relationships and strategies pertaining to new and existing donors across all income streams, coordinating the preparation of approaches, asks and applications for funding
- Develop fundraising events and initiatives to increase support and public interest
- Support and grow SCT's network of Vice Patrons
- Support the development of effective campaigns, including individual giving appeals or awareness campaigns.

Marketing and communications

- Manage SCT marketing, publicity and external communications in close collaboration with the Senior Management Team, ensuring resonance with SCT vision, mission, values, the lived experience of those whom SCT supports and the expertise of those employed by SCT
- Maximise SCT brand awareness, reputation and loyalty within recovery community, supporter and professional networks
- Lead on brand gatekeeping, ensuring SCT remains on-message in both content and aesthetic
- Manage a content and activity schedule to ensure effective, timely communication with SCT's donor base
- Strategically develop digital marketing to enable SCT to increase impact and grow income and awareness
- Lead the development and delivery of internal communications that allow for greater organisational collaboration and information sharing.
- Represent SCT to external organisations including giving presentations about our work.

Roles and Responsibilities

Team management and key relationships

- Manage and support the team, including coaching, supervision, individual/project work, annual appraisals, one-to-one and team meetings
- Set targets for the team and track progress
- Champion fundraising, communications and marketing throughout SCT
- Liaise with SMT peers and operational managers to ensure fundraising proposals identify and respond to operational needs and that outcomes tracking fulfils funder requirements.
- Ensure the ideas, views and needs of SCT's communities inform fundraising, communication and marketing activities.

Senior Management Team responsibilities

- Work with the Trustees, CEO and Senior Management Team to drive SCT's strategic goals, taking on projects as required to further organisational goals
- Present quarterly updates to the CEO and Board of Trustees on performance and forecasts
- Input as required to performance management within other teams across SCT (e.g. supporting HR processes such as performance management, grievances, disciplinaries, etc.)
- Support the development of policies and procedures at SCT as required, ensuring compliance within the Fundraising, Communications and Marketing Team
- Support the risk management process and risk assessment at SCT as required (in particular Covid-19 management)
- Support the development of diversity, equity and inclusion at SCT.

Monitoring and reporting

- Develop and manage systems and utilise data to drive decision making and improve performance
- Monitor, evaluate and report against agreed performance indicators, budgets and targets
- Write reports on the progress of fundraising, communications and marketing (normally quarterly)
- Meet regularly with the CEO and provide updates
- Develop and maintain efficient, comprehensive records and systems covering all aspects of fundraising
- Ensure timely production of the Annual Report and Financial Statements.

General

- Develop and maintain a thorough understanding of the work of SCT
- Undertake relevant tasks as requested by the Senior Management Team
- Represent the organisation at external meetings and events
- Implement the Equal Opportunities Policy, understanding its implication in the development of SCT's services
- Abide by the policies and procedures of the SCT and best practice of the Institute of Fundraising
- Attend training courses as required.

Person Specification

Skills and Knowledge

Essential

- Creation and delivery of successful multi-stream fundraising strategies and related budget/forecasting
- Proven experience and a recent track record of success in raising funds (£500,000+ including multi-year funding)
- Personal expertise in at least two income streams and their associated strategies, with broader knowledge and insight to deliver a multi-stream fundraising portfolio
- Extensive line management experience
- Expertise in working with senior stakeholders/volunteers, ideally including trustee boards
- Influencing and inspiring a variety of stakeholders verbally, in presentations, face-to-face meetings and in writing
- A 'strategic doer', able to work effectively in a small organisation, i.e.: creative; responsive; agile; comfortable exceeding remit as required; unreliant on extensive corporate resources
- Excellent writing and proofreading skills
- Ability to empathise and connect with people who have complex issues and require sensitivity and authenticity
- Strong analytical, problem-solving and research skills and the ability to think creatively
- A strategic mindset; able to pull away from operational issues to consider the bigger picture and long-term health of the charity as part of a team
- Understanding of GDPR's impact on fundraising, communications and marketing
- Knowledge of regulatory environment for fundraising including data protection, Gift Aid and fundraising codes of practice and regulation
- Database use and interrogation including audience segmentation and use of data analytics.

Desirable

- Previous experience of leading a Fundraising & Marcomms department at a small organisation
- Using marketing, data and analytics to support fundraising initiatives
- Developing relationships in both local and wider communities
- Experience of using eTapestry/Raiser's Edge database
- Experience of working in an organisation supporting individuals with addiction issues.



Person Specification

Cultural Indicators

Essential

Delivering Results

Deliver excellent outcomes through our vision and strategy, effectively planning and meeting targets. Make effective, data-driven decisions .

Role Model / Leading by Example

An inspiring role model for others, building trust and living our Vision / Mission and principles and delivering our services accordingly .

Continual Improvements

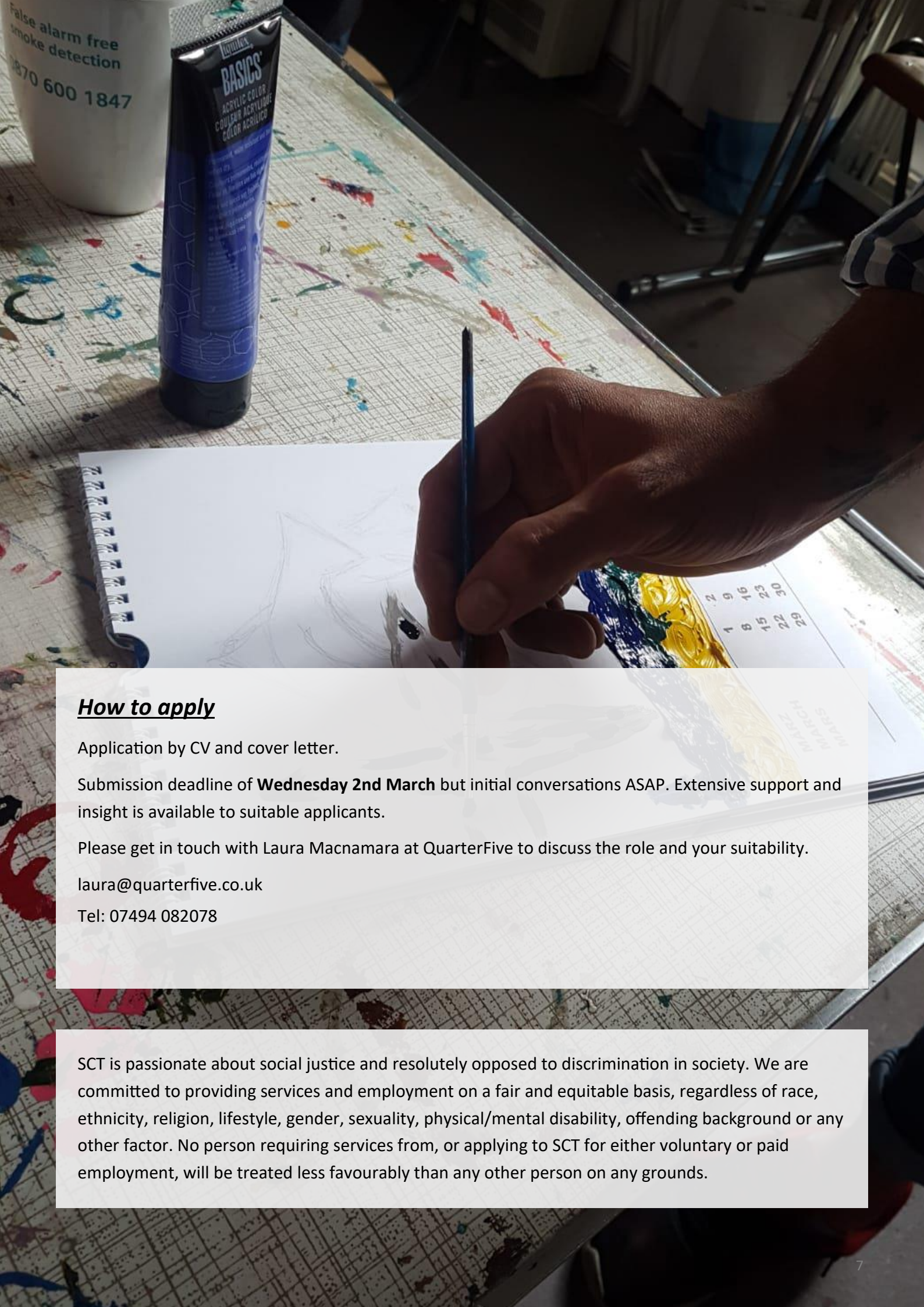
Consistently seek to improve how we do things to 'achieve' and embraces change and innovation.

Effective Communication

Communicate clearly, effectively and honestly. Listen to others and adapt communication to suit them.

One Team

Work with others as one team, actively collaborating to achieve a shared vision. Building relationships across SCT, sharing information and expertise.



How to apply

Application by CV and cover letter.

Submission deadline of **Wednesday 2nd March** but initial conversations ASAP. Extensive support and insight is available to suitable applicants.

Please get in touch with Laura Macnamara at QuarterFive to discuss the role and your suitability.

laura@quarterfive.co.uk

Tel: 07494 082078

SCT is passionate about social justice and resolutely opposed to discrimination in society. We are committed to providing services and employment on a fair and equitable basis, regardless of race, ethnicity, religion, lifestyle, gender, sexuality, physical/mental disability, offending background or any other factor. No person requiring services from, or applying to SCT for either voluntary or paid employment, will be treated less favourably than any other person on any grounds.

