



Information Pack

Head of Fundraising & Communications

Scleroderma & Raynaud's UK (SRUK) launched in April 2016 as the result of the merger of two patient organisations, the Raynaud's & Scleroderma Association (RSA) and the Scleroderma Society.

SRUK is the only charity in the UK dedicated to improving the lives of people affected by Scleroderma and Raynaud's. We exist to improve awareness and understanding of these conditions, to support those affected, and ultimately to find a cure.

We are looking for an ambitious individual to be part of our team taking Scleroderma & Raynaud's UK to the next stage in its journey of transformation and growth.

This is an exciting time to join the organisation as we scale up to deliver on our ambition to significantly increase the level of investment in research and services, so that people affected by Scleroderma or Raynaud's have access to the best treatment, information and support.

We are looking for someone with a desire to create positive change and to make a real difference to the lives of people with Raynaud's and Scleroderma.

Further information about SRUK can be found on our website: <https://www.sruk.co.uk/>

The Selection Process:

Applicants are required to submit a CV and a cover letter that explains how you meet the role requirements with concrete examples.

Applications must be received by midnight on Sunday 21st April 2019. Please send applications to jobs@sruk.co.uk

For an informal discussion of the role please contact Sue Farrington on 0203 893 5997

Shortlisted candidates will be interviewed by the Chief Executive and her advisers on the 3rd May with a view to concluding the selection process by early May.

Terms and Conditions:

Salary – £45 – 50,000 depending on skills and experience

This role is based in London

JOB DESCRIPTION

SRUK

Job Title:	Head of Fundraising & Communications
Hours:	Full Time Permanent
Salary:	£45-50k
Location:	London
Reports to:	Chief Executive
Direct reports:	Content Manager Community & Events Fundraiser Trust & Foundations Manager

Main Purpose

Lead on SRUK's income generation, managing all fundraising, marketing and communications activities. Responsible for the organisation's engagement with current and potential supporters, ensuring an integrated approach to their engagement and mobilisation. Drive forward a digital approach to engagement and development.

Key Relationships

Internal: Senior management team, Trustees, Staff, Volunteers

External: Fundraising advisory and regulatory bodies, independent advisors and other third parties.

Scope of Role

1. Strategy development and financial planning
2. Income Generation
3. Digital strategy and approach
4. Strategic Marketing and Engagement
5. Communications and PR
6. Act as member of SMT

PERSON SPECIFICATION

SRUK is a small team so working collaboratively and being a team player are essential skills. Our roles are a mixture of being very hands-on in order to get things done and working strategically to develop the SRUK so that it meets its long-term objectives. The successful candidate will be an experienced individual and a motivational leader, with experience of working at a senior level.

Professional/Technical qualifications:

- Qualified to degree level
- Evidence of continuous professional development or, equivalent work experience

Experience:

- Previous experience of designing and delivering a successful fundraising strategy.
- Experience of leading and managing a team to deliver high quality results to deadlines and with conflicting priorities
- Proven experience of working in a senior team to develop a high level strategy and business plan
- Experience working within a varied fundraising role and proven track record in generating income against targets.
- Able to motivate & engage with volunteers' and mobilise them toward fundraising activities.
- Experience of delivering effective marketing & communications activity to support to income generation targets.
- Experience of successful financial and budgetary management and analysis of ROI
- Experience of developing and working with a CRM database
- Proven track record of initiating and delivering marketing strategies, that have built understanding, awareness and engagement
- Experience of leading innovation in charity marketing, communications and digital

Knowledge and Skills:

- Proven outstanding management and positive leadership skills.
- Ability to focus on impact and deliver outstanding results in a team environment and contribute positively as part of a team
- Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders
- Communications – excellent written and verbal skills, with experience of making presentations to diverse, high calibre audiences across different media.
- Knowledge of donor acquisition and retention strategies
- Well organised, able to prioritise work for self and others with an understanding of the importance of detail.
- Entrepreneurial and innovative approach with an ability to identify and act upon opportunities.
- Excellent planning, organisational and problem solving skills with the ability to develop new approaches.

Main Duties and Key Responsibilities:

1. Strategy Development and Financial Planning

- Develop and implement a 3-5 year fundraising and mobilisation strategy, business plan and budget for all aspects of the work to increase income and profitability.
- Ensure effective operational plans are developed to deliver the outcomes required by the strategy and to monitor and evaluate their impact
- Be responsible for setting income and expenditure targets, maximising effectiveness through improving Returns on Investments (ROIs) and making best use of all resources
- Develop and deliver business cases for investment and cost saving proposals as required
- Actively seek appropriate in-kind support to make the charity's resources go further and expand impact and reach

2. Income Generation

- Ensure a varied range of income sources are secured and developed including, corporate fundraising, trusts, individuals, events, trading, major donors (prospect researching) and create a range of fundraising products and activities to generate income, including a legacy programme
- Maximise fundraising through digital channels
- Develop and implement innovative new fundraising programmes to increase income and profile, and create sustainable additional income streams over the long term
- Ensure all charitable bequests are appropriately managed and monitored from notification through to completion
- Be responsible for maintaining a culture of the highest standards of donor care to encourage long term engagement and participation of all our supporter groups
- Develop a comprehensive set of reporting and analytics including KPI and retention reporting, to deliver insight and analysis, which improves the effectiveness and impact of fundraising and campaigning activities.
- Ensure that SRUK's fundraising and trading activity is fully compliant with legal, regulatory and organisational standards

3. Digital Strategy and Approach

- Develop and deliver a digital strategy to maximise opportunities presented by digital to successfully engage with stakeholders, campaigners and donors and to enable new models of delivering effective services for those affected by Scleroderma and Raynaud's

4. Strategic Marketing, Engagement and Mobilisation

- Develop and deliver a marketing strategy, which maximises the appeal of our cause and brand, raises awareness and increases engagement with our target audiences
- Ensure the development and deployment of brand guidelines, including visual identity, imagery and key messages

- Develop and deliver an appropriate CRM system, which improves the quality of management information to drive income generation, engagement, mobilisation and improves decision making
- Support personalised engagement with constituents by providing a single '360' view of each individual's preference, interests, community relationships and contact history with the organisation
- Develop a membership strategy in line with corporate objectives
- Ensure members and supporters are provided with a first class service to enhance life time value and long term engagement

5. Communications and PR

- Develop an integrated communications and PR plan to successfully engage priority audiences
- Develop effective messaging and integrated campaigns, to increase our reach and engagement with those affected by Scleroderma and Raynaud's
- Ensure opportunities to link our messages with the news agenda are maximised to deliver increased profile and success in our campaigns
- Responsible for corporate communication materials that ensure consistent and effective messaging for both internal and external audiences.
- Establish metrics to track performance of communications and PR to drive insight and improve effectiveness of activities

6. Act as member of the Senior Management Team

- As part of the SMT, work in collaboration with the Chief Executive, Business Manager and Head of Services & Research to develop, review and implement SRUK's corporate strategy
- Ensure compliance with SRUK policies on working with people with Scleroderma & Raynaud's, Volunteers, Recruiting Safely, Safeguarding, Health & Safety and Equality & Diversity
- Accountable for the efficient management of expenditure including effective budget preparation, planning, monitoring and review
- Leadership, recruitment, development, retention and appraisal of staff in accordance with the standards set out in SRUK's policies and procedures

Other Duties

- To be prepared to be away from home overnight, as the job reasonably demands
- To undertake any other works as could be expected of a Head of Fundraising & Communications

The duties in this job description may change from time to time following a review and in consultation between the post holder and line manager