

Head of Fundraising and Communications

Reporting to: Chief Executive
Location: Ipswich / Rugby both locations - hybrid / Remote
Contract: Permanent
Hours: 39.5 hours per week
Holiday entitlement: 25 days plus statutory bank holidays
Salary: £24,000 to £32,000 per annum, dependent on experience

Job Summary

Identify, develop and maintain funding relationships that are mutually beneficial. Develop communication channels, specifically media and social media, to broadcast the TWAM purpose to build our presence in the communities we serve: volunteers, tool donors, corporate sponsors, funders, grant organisations, churches, and beneficiaries.

Background

Tools with a Mission is an established charity working mainly with faith based overseas organisations to provide livelihood creating tools. Our charitable activity involves collecting unwanted tools, refurbishing them and sorting them into trade kits to send to Africa. Tools are provided for community training and education projects to equip their centres and to give to individuals at graduation.

We deliver approximately 15,000 toolkits a year to developing communities and organisations.

Core Values:

TWAM is committed to ethical standards and excellence, expressing its core values as:

- Integrity
- Accountability and transparency; financial, organisational and personal
- Good Stewardship of resources
- Impartiality and inclusivity with regard to race, religion, gender, ability, and sexuality
- Quality in all of our dealings and actions

Purpose of Role

To develop TWAM's presence with donor, volunteer and benefactor communities, and to develop communications to highlight the results of our work.

Responsibilities:

Fundraising

- Prepare an annual fundraising plan.
- Collaborate with colleagues, volunteers and partners to ensure the implementation of the annual plan and its outcome.
- Coordinate and manage fundraising, comprising Church, individual, community, trusts and grants, corporate, high level donor and digital fundraising, across the organisation.
- Prepare reports and give presentations on fundraising progress.

Communications

- Write and design our quarterly newsletter with stories from Africa and the UK.
- Oversee social media channels (Facebook, Instagram, Twitter, LinkedIn), posting regular updates and managing digital marketing.

- Run paid social media advertising campaigns using monthly Facebook ads.
- Design flyers, leaflets, posters and other print/digital media as needed.
- Developing and promoting media stories.
- Represent the charity externally, developing and maintaining links with the media.

Key skills

Fundraising planning
Organise events
Oral and written communications
Grant writing
Digital marketing
Photography
Full UK Driving Licence and use of own vehicle.

Attributes

Ability to engage with Christian and non-faith donors alike.
Able to influence key stakeholders internally and externally.
Able to work flexibly, under pressure and meet demanding deadlines.

TWAM is a Christian charity, currently supported mainly by Christians and Churches, and working mainly with Christian organisations in Africa. We therefore require someone who can demonstrate a respect, sympathy, and understanding of the Christian faith and the ability to engage sympathetically and empathetically with Christian donors.

Experience

Proven experience in fundraising, communications, marketing or similar role
Preparing effective communications
Strong graphic design skills with expertise in InDesign, Photoshop, Affinity suite, etc.
Knowledge of social media, digital marketing channels and best practices

Desirable Experience

International development.
Working within faith-based charities.

Qualifications

Member of the Institute of Fundraising and hold their Diploma in Fundraising, and ideally the Advanced Diploma in Fundraising. Please note this is not a minimum requirement for the role.

Terms

Closing date for applications: 15 June 2024
Interviews to be held: 20 June 2024
Applications to: CEO TWAM; John Noble john.noble@twam.uk