

Dear Friend

**Re: Communications and Fundraising Manager**

Thank you for your interest in e:merge and the above post. I have pleasure in enclosing the following information;

- 1) Application form and Equal Opportunities Monitoring Form
- 2) This information pack including general information about the role along with a full Job Description and Person Specification

If you are interested in this role, please do get in touch to arrange a visit or conversation to find out more. We recognise that it is a broad ranging job description and you may not feel you have all the skills or experience we are seeking. We are on a journey with this ourselves, so we would welcome the chance to chat with you informally. If you would like to arrange this please contact Andy Sykes or Justin Charlesworth on 01274 660244 or [admin@emergeonline.org.uk](mailto:admin@emergeonline.org.uk) to set this up.

The closing date for all applications is **5pm on Wednesday 18<sup>th</sup> July**. Please return the completed Application Form and Equal Opportunities Monitoring Form by this date to [admin@emergeonline.org.uk](mailto:admin@emergeonline.org.uk)

For shortlisted applicants interviews we anticipate holding interviews in late July or early August

Best wishes

Andy Sykes  
CEO

## Communications and Fundraising Manager

### General Information

e:merge is a young people's charity that has delivered youth work for over 20 years in the most disadvantaged and broken wards of Bradford, and more recently in South West London. We are passionate about seeing the lives of young people and communities transformed through working "at home, in schools and on the streets" – developing a holistic approach to enabling lasting impact.

Over the past few years, e:merge's vision for transforming the lives of young people and communities has been built around the development of Hubs of youth work in partnership with local community organisations, churches and schools. A Hub seeks to provide a range of community based and schools based work spanning our 'Engage, Develop, Perform' approach to work with groups and individuals. This includes open access clubs and sessions, sports, fitness and music themed work, one to one interventions in schools as well as young leaders courses, social action projects and faith based groups.

This post represents an exciting development in the life of e:merge as we look to intentionally improve at sharing our story to engage supporters and increase our income in this way. For most of our history, our income has come from a balance of school based contracts and grants. Even though we have grown as an organisation, and grown our reach across the city and beyond we have not given significant energy and resource to either external communication or supporter engagement.

It is therefore an exciting time to join us and this is a fantastic opportunity for someone full of ideas, passion and expertise to come and lead our journey in this new area.

We are looking for someone full of creativity and drive to help us shape and tell our story, engage supporters and new audiences and increase our unrestricted income. The right person will be full of initiative with the ability to shape strategy and lead others to join in!

This role is a full time role which will require a small amount of flexible working hours. This role will be based within our main office in Bradford, but there will be some requirement to travel around Bradford and occasionally to our base in London. It is an exciting time to work with e:merge. If you would like to join us in our mission to transform lives and communities, then please apply for this post.

For more information please contact Andy Sykes or Justin Charlesworth on 01274 660244 or [admin@emergeonline.org.uk](mailto:admin@emergeonline.org.uk)

## Communication and Fundraising Manager

<b>Post Title</b>	Communications and Fundraising Manager
<b>Hours</b>	Full Time (37.5hrs/wk), mainly office hours but with some flexible working
<b>Salary</b>	Scale pts 4.23 – 5.26 (£21,478 to £23,629)
<b>Location</b>	Bradford

### Main purpose of the role:

This is an important and exciting new role for e:merge which will lead and develop two currently under-developed areas of our organisation – external communications and growing regular giving. E:merge has a strong history of work with excluded and vulnerable young people over 25 years and we have fantastic stories to tell of how we are transforming the lives of young people and their communities. We are looking for someone to help us share this message in a way which remains true to our roots and day to day work in disadvantaged communities while creatively communicating with a much wider audience as we also look to grow and expand our work with young people.

This role will have 4 main areas of responsibility:

1. Developing and implementing a clear and achievable communications and giving strategy
2. Improving external communication including digital engagement, branding and design
3. Supporter engagement and increasing regular giving
4. Developing new areas of fundraising

## JOB DESCRIPTION

### Developing and implementing a clear and achievable communications and giving strategy

- Writing a strategy in consultation with the CEO and the wider team which will lead our work in communications and donor fundraising over the coming years.
- Implement the above strategy in such a way which will increase our unrestricted income and remain true to the values of e:merge with young people at the heart of everything we do.
- Develop weekly, monthly and annual action plans and scheduling to communicate with all stakeholders and external audiences.
- Prioritise actions to balance and enable both short term financial successes and long term strategic development
- Work with the leadership team and all staff to improve our ability to communicate as an organisation, developing our unique voice consistently across all communication
- Work with the whole staff team to engage better with communications and fundraising in line with the strategy including producing case studies and information to be used.
- Report to CEO, wider team and trustees on all aspects of communication and giving as required

### Develop external communication including digital engagement, branding and design

- Coordinate and schedule newsletters, social media and other regular messaging to improve our digital presence across all channels
- Engage and support staff members to create content and to support the above, and develop new and creative types of content.
- Design material and templates for use across various media as appropriate
- Understand and use the data on performance of digital content and improve optimisation of all online content
- Bring creativity to develop and improve our use of branding in all communications
- Improve and keep the website content up to date and lead the strategic improvement of the site over time.

## **Supporter engagement and increasing regular giving**

### **More on implement**

- Develop and improve our communication with current supporters and lead on generating content for this
- Create and implement strategies for increasing supporter numbers and income from individual giving.
- Develop new ideas and tools for communicating with supporters to encourage longer term engagement
- Develop and improve our database of supporters, keeping lists update in line with new GSPR legislation while assessing the benefits of moving these onto a new system
- Liase with and support those who write Grant/Trust applications for e:merge to improve quality of writing and presentation, ensuring a consistency of approach to all external communication

### **New Developments and specific projects**

- Stay up to date with current thinking and best practice within the third sector communications environment enabling us to be a creative leader of innovation where possible.
- Lead and develop our ability to interact with media and press where relevant
- Develop and improve our ability to run successful fundraising events, organising and engaging the wider team with this
- Develop and collect case studies and other impact based information for use with funders, large scale reports and other areas as required
- Manage and use a small budget to support the communications work
- Represent e:merge publically at relevant external meetings or events etc
- Be involved in a small amount of regular youth work (in the short term), and be flexible to visit other settings of our work to fully understand all e:merge does.

### **Key Deliverables and Measures**

- Significant growth in individual giving and number of donors
- Engagement with supporters and potential supporters increased and improved in quality
- Digital communications rationalised, planned and consistently high quality
- A clear communications strategy written and action plans for implementation in place
- Staff team trained and engaged with the process and contributing to the action plans
- Income from events, fundraising and other unrestricted means increased

### **Further Job Description elements:**

#### **Networking**

- Develop effective links within and knowledge of the community to enable positive partnerships and joined up working.
- Promote and signpost (where appropriate) the training and education opportunities for young people which we and other organisations provide.

#### **Co-ordination, Team and general responsibilities**

- Co-ordinate with your Line Manager re: annual leave; training opportunities, targets, etc and engage fully in line management and supervision
- Be able to work flexibly, as part of a team – this role will not directly line manager others in the first instance, but it will need to engage our whole team in parts of the work..

- All members of staff are expected to take an active part in regular staff/team meetings and be involved in general development.
- Attend staff away days, training days and retreats as they arise – usually 2 days including overnight stay
- Maintain a Personal Development Plan, developed in conjunction with your Line Manager exploring relevant training opportunities.
- Other occasional duties as agreed with your line manager and others in leadership roles.

### **Policies and Procedures**

Work within all e:merge policies, including Equal Opportunities, Health and Safety, and Safeguarding and ensure that all areas of communication and engagement with the public is done within best practice and our policies.

### **POTENTIAL CONTACTS**

Young people, Community organisations and schools, Churches, Families of Young people, Other youth agencies, Statutory services

### **RELATIONSHIPS TO OTHER POSTS WITHIN THE ORGANISATION**

Responsible for: Volunteers that might assist

Responsible to: CEO

### **LEVEL OF CONTACT WITH CHILDREN & YOUNG PEOPLE**

Candidates applying for this post will be subject to e:merge's child protection recruitment procedures and checks, including an enhanced DBS check.

## Communications and Fundraising Manager Person Specification

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience of working in communications and/or donor fundraising, preferably within the charity sector.	X	
Experience of writing content for public use in a range of formats	X	
Significant up-to-date experience of managing social media platforms to engage, communicate and/or fundraise with a diverse range of audiences.	X	
Using and interpreting digital analytical tools, such as google analytics for better results.		X
Building and engaging with a supporter base through effective communication		X
Managing or coordinating website content and preferably the skills to update a website	X	X
Working on own initiative	X	
<b>Knowledge and Skills</b>		
Outstanding organisational and project management skills	X	
Excellent written and verbal communication skills with a range of audiences. Preferably with experience of using infographics or other visual means to present complex information with clarity.	X	X
Understanding of different digital and social media platforms and the benefits they can bring to a charity.	X	
Ability to prioritise and self-motivate within a broad workload	X	
Ability to think creatively produce new ideas and shape a story or project	X	
Highly competent on MS office including Word, Excel and PowerPoint	X	
Competent in the use of design software such as Canva, InDesign or other similar apps	X	
Knowledge and understanding of youth work, the charitable sector and/or the faith sector.	X	
Proficient at using Mailchimp, Wordpress and other relevant systems and aids		X
Proficient at using relationship management tools and databases		X

<b>Personal Attributes</b>		
Comfortable working in a values driven environment where the Christian faith is the motivation behind all the organisation does.	X	
Fosters collaboration – works with others to find common ground, enhancing mutual interdependence and achieving shared goals	X	
Decisive and confident leader, able to make difficult decisions when necessary	X	
Engages and inspires others – able to motivate team and build commitment around a common agenda	X	
Strives for excellence – looking to achieve high standards consistently with an eye for detail and a determination to meet targets,	X	
Passionate about the potential to transform communities and improve the lives of individuals	X	
The ability to tackle problems head on and show resilience to create solutions	X	
Willingness to travel around Bradford and occasionally further	X	
Happy to “roll up your sleeves and get stuck in”	X	
Flexible and able to work out of normal office hours in a semi-regular way	X	