

## Job Description

<b>Service</b>	<b>Catalyst Support Limited</b>
<b>Job Title</b>	<b>Communications and Fundraising Manager</b>
<b>Reports to</b>	<b>Chief Executive Offer (CEO)</b>
<b>Base</b>	<b>Surrey – exact location to be agreed</b>
<b>Hours</b>	<b>Full time – 35 hours per week</b>
<b>Salary</b>	<b>£33,000-£37,000</b>
<b>Organisation</b>	<p><b>It's not just about what we offer, but how we offer it.</b></p> <p>Catalyst is a non-profit organisation working with people who are dealing with issues stemming from drug and alcohol misuse and mental health – including housing, involvement with criminal justice, relationships with family and friends and getting back into work.</p> <p>Guildford-based for over 30 years, we work throughout Surrey and its borders in partnership with a wide variety of statutory and non-statutory organisations and bodies to provide support.</p> <p>We believe change is achievable when facilitated by skilled professional staff and volunteers offering a friendly, respectful, non-judgemental and personal approach.</p> <p><b>Our values are Kindness, Integrity and Commitment.</b></p>
<b>Communications and Fundraising</b>	<p>Communications and fundraising are integral to the health of our organisation.</p> <p>From staff to clients, volunteers to family &amp; friends, all depend on good communication and we all rely on fundraising.</p> <p>Our communications, whether internal or through social media platforms, are a crucial way for us to engage with people and support growth. In this very digital-focussed age, developing a digital strategy is a high priority.</p> <p>Historically, Catalyst has relied on funds being donated by the public. We are keen to develop our fundraising strategy, also a high priority.</p>
<b>Purpose of Job</b>	<p>Catalyst is looking for someone who can lead the Communications and Fundraising focus of the charity and work collaboratively with the strategic leadership team, managers and trustees to help meet our strategic goals.</p> <p>This role requires an individual with a proven record in delivering successful communication and marketing plans.</p> <p>The development and delivery of a fundraising strategy are essential to the ongoing success of Catalyst and therefore this role will require demonstrable evidence of experience in this area.</p>

**This post is subject to the Disclosure and Barring Service (DBS) check at an enhanced level. Please note past drug and/or alcohol or criminality history will not necessarily discount you from undertaking this role.**

## **Key Activities:**

### **Communications**

- Develop and oversee the delivery of a marketing and communications strategy to increase awareness and provide the charity with further opportunities
- Support the service and heads of departments with their goals and objectives, including advice on creating and implementing communications strategies and campaigns, media relations, special events, appropriate technology, volunteer mobilisation, crisis communications, and the provision of consistent communications messages and materials to support these responsibilities
- Work with the People and Culture Team to create a professional and effective Recruitment brand
- Update staff and team photos and videos to support the charity's induction and website
- Act as a public spokesperson if required
- Create and update key information with clear and consistent messaging about the charity's work
- Lead on the compilation, writing, editing, design, production and distribution of printed, audio visual and digital materials
- Manage messaging across social media channels, including LinkedIn, Twitter and Instagram
- Ensure the Catalyst website is current, relevant and up to date
- Manage internal communications, including emails, weekly bulletin etc.
- Build and maintain relationships with staff, volunteers, clients and stakeholders
- Network with key suppliers and partners, raising the profile of Catalyst and the VCSE sector and representing the charity in Communications Meetings
- Generate campaign and event statistics for reports
- Work with the CEO to produce press releases and editorial pieces across the charity
- Act as a point of contact for all media enquiries
- Manage and co-ordinate the charity's annual report submission
- Manage and co-ordinate key stakeholder events where Catalyst should be represented
- Manage and co-ordinate attendance at key public events to help build charity awareness and brand

### **Fundraising**

- Lead on the growth and development of fundraising income to support the future aspirations of the charity
- Prepare, manage and monitor the annual fundraising budget, growing income in line with agreed targets
- Lead on the development and implementation of a fundraising and marketing strategy that supports the aspirations of the charity
- Research and develop business cases for new areas of income generation aimed to drive sustainability of income within current fundraising streams and beyond
- Manage the implementation of new income generation projects and evaluate their effectiveness
- Play an active role with the charity's most significant supporters, ensuring that excellent relationships are cultivated and maintained and effective asks are made, ultimately maximising income
- Adhere to best practice within income generation and embed a culture of learning within the organisation
- Write funding applications, particularly to trusts
- Develop a broad fundraising portfolio
- Manage and update databases to record funding streams
- Build and maintain community relationships to enhance any fundraising opportunities
- Liaise with partners and funders and provide communications support when required

**General terms of reference:**

In carrying out the above duties the post holder will:

- Work collaboratively across the organisation to offer support to all main functions.
- Be committed to the role and support Catalyst to be the most efficient it can be.
- Be someone who believes in fairness and conducts themselves with integrity.
- Work flexibly across operational sites, including working from home arrangements in agreement with your line manager, as required which may include evening and weekend work.
- Be motivated to improve personal performance, outcomes, contribution, knowledge and skills.
- Be professional when partaking in Management, Trustee Board and other work related team meetings; appraisals, workforce development and supervision processes.
- Keep abreast of developments in services, legislation and identify good practices where appropriate.
- Contribute to maintaining safe systems of work and a safe environment for all staff on site or working remotely.
- Represent Catalyst at external agencies/meetings and support our values and the culture of Catalyst.
- Undertake other duties appropriate to the grade of the post.

**Person Specification**

	Essential	Desired
<b>Qualifications and experience</b>		
Educated to A level or equivalent in relevant disciplines e.g. English, Media	✓	
Demonstrable experience of working in a communications or marketing role at Senior Officer level or above	✓	
Demonstrable and relevant experience of developing effective communications and marketing plans to support campaigns and events	✓	
Experience of project managing multiple projects, events and campaigns	✓	
Experience of producing written communications and marketing material within brand guidelines	✓	
Experience of designing and creating material and content for a variety of media	✓	
Experience of developing a fundraising strategy	✓	
Experience of managing individuals		✓
<b>Registration</b>		
Membership of CIPR, CloF or similar		✓
<b>Knowledge and skills</b>		
Excellent verbal and written communication skills	✓	
Knowledge of content management systems (e.g. WordPress) and web best practice	✓	
Knowledge of marketing platforms e.g. Mailchimp	✓	

<b>Person Specification</b>		
Ability to influence and communicate with internal and external stakeholders at all levels	✓	
Knowledge and understanding of the increasing importance of digital communications and social media	✓	
Excellent attention to detail	✓	
Flexible and can do attitude	✓	
<b>Information technology</b>		
Experience and high level of competence on the range of software products associated with communications eg Microsoft, InDesign, Adobe	✓	
Experience of delivering a range of work through digital platforms	✓	
<b>General</b>		
Excellent interpersonal skills and the ability to work through busy and challenging priorities	✓	
Ability to work under pressure, with full workloads and to tight deadlines	✓	
Ability to think and work strategically	✓	
Ability use initiative, confidence in making decisions and ability to work collaboratively	✓	

### **Equal Opportunities Statement**

We acknowledge the unique contribution that all Catalyst employees and clients can bring to our organisation in terms of their culture, race, gender, sexual orientation, gender reassignment, marital status, nationality, age, religion or belief and any physical disability or history of mental health or additional problems.

All appointments and promotions are based on merit and no job applicant or employee will be treated unfairly or discriminated against. All staff have equal access to staff development.

Any member of staff who breaches this policy may be subject of grievance and/or disciplinary procedures.

### **Please note:**

- This job description may be varied from time to time as agreed by the post holder and line manager.
- This job description is subject to annual review.