



# Fundraising and Communications Manager

## Job Description and Person Specification

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| <b>Title</b>               | Fundraising and Communications Manager   |
| <b>Location</b>            | Primarily office-based, central Norwich, with opportunities for hybrid working.                              |
| <b>Primary focus</b>       | To support a team of approximately 20 staff across Norfolk with administrative and office management duties. |
| <b>Role type</b>           | Part-time. 30 hours per week.  |
| <b>Remuneration</b>        | Circa £28,750 [depending on qualifications and experience] pro-rata  |
| <b>Reporting to</b>        | Development Manager  |
| <b>Additional benefits</b> | 28 days holiday per annum. Pension scheme.   |
| <b>Closing date</b>        | 12pm, 19 <sup>th</sup> February 2025   |
| <b>Interviews</b>          | w/c 3rd March 2025   |

### About MensCraft

MensCraft is the leading organisation in East Anglia with an exclusive focus on men's health and wellbeing. Founded in 2010, we set-up the Norwich Men's Shed – one of the UK's first. By 2020 we'd changed from a Community Interest Company (CIC) to a Charitable Incorporated Organisation (CIO).

We've expanded from a handful of volunteers to a team working across the region, a central management team, based in Norwich, supported by a Board of Trustees.

Our funding derives from local and national trusts, local health and statutory organisations and private donations.

### Role overview

The role requires an adaptable person with strong organisational and administrative skills who will maintain an efficient service in an informal and friendly environment. The right candidate will also deal, in a sensitive and sympathetic, way with a variety of enquiries and requests for support, either orally or in writing.

We are looking for someone with at least three years relevant or transferable experience. The candidate must possess a strong working knowledge of the common computer packages and I.T.

A strong organised approach is essential, as is the ability to communicate clearly and calmly with people at all levels. The post requires strict adherence to confidentiality

To allow for the changing needs of the service, this job description is subject to periodic review and may be amended from time-to-time following discussion with the postholder.

### Primary responsibilities

*The role will:*

A new role, the Fundraising and Communications Manager will play a crucial role.

#### Responsibilities include:

- **Fundraising Strategy Development:** Creating and implementing a comprehensive fundraising strategy to meet the organization's financial goals.
- **Grant Writing:** Researching potential grants and writing proposals to secure funding from foundations, government entities, and other sources.
- **Stakeholder Relations:** Building and maintaining relationships with current and potential donors, including individuals, corporations, and foundations.
- **Campaigns Management:** Planning and executing fundraising campaigns, including online campaigns, events, and direct mail initiatives.
- **Communications Strategy:** Developing and implementing a communications plan to promote the organization's mission, programs, and fundraising efforts.
- **Content Creation:** Writing and editing materials such as newsletters, press releases, social media posts, and annual reports to engage supporters and inform the public.
- **Public Relations:** Managing the organisation's public image and media relations, including responding to inquiries and promoting positive stories.
- **Events:** Organising fundraising events, such as galas, auctions, or community events, to raise money and awareness for the organization.
- **Data Management:** Maintaining accurate records of funder information, fundraising activities, and campaign results to analyse effectiveness and inform future strategies.
- **Collaboration:** Working with service managers and finance, to align fundraising efforts with the organisation's overall goals and priorities.

This role requires strong communication skills, a passion for the organization's mission, and the ability to work collaboratively with various stakeholders.

#### Responsibilities typically associated with this role:

- Cultivate and maintain strong relationships with current and potential stakeholders.
- Serve as the primary point of contact for stakeholders.
- Attend planning meetings with relevant staff and other stakeholders.

- Collaborate with senior managers and the project teams to develop strategies for income generation and fundraising that align with the organisation's goals.
- Impact Reporting: Track and report on the impact of strategies, ensuring that the Board, managers and funders receive timely and accurate information about the outcomes of their investments.
- Compile high-quality content for various platforms, including social media, newsletters, blogs, and press releases, to promote the organisation's initiatives and achievements.
- Plan and support the marketing and promotion of activities and events, workshops, and seminars that promote the organisation's mission and engage a wide demographic.
- Track and analyse communication metrics to assess the impact of strategies and report findings to senior management, making recommendations for improvement.
- Develop and implement plans to address crisis communications and / or any unexpected issues that may arise and protect the organisation's reputation.

The Manager will plan and implement all aspects of the delivery outlined:

- Work closely with other staff, in particular the Events Coordinator and service managers
- Meet targets and KPIs on a quarterly basis
- Report to the Board, Management Team and funders on all related KPIs
- Build multi agency relationships and collaboration
- Manage and keep accurate data especially regarding safeguarding/GDPR.
- Manage related budgets
- Work with participants and other stakeholders in the monitoring & evaluation of individual activities and the overall effectiveness of plans
- Line manage other staff as the remit expands

#### **Qualifications:**

- Bachelor's degree in Nonprofit Management, Business Administration, Communications, or a related field.
- Proven experience in fundraising, grant writing and stakeholder relations, preferably in a social business setting.
- Excellent communication and interpersonal skills, with the ability to build rapport with diverse stakeholders.
- Strong organisational skills and attention to detail, with the ability to manage multiple projects simultaneously.
- Knowledge of funding sources and trends in the social business sector.

| Person specification<br><i>Attributes / behaviours the role holder must possess to be successful</i> |  |   |
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| <i>Factor</i>  | <i>Essential</i>   | <i>Desirable</i>  |
| <b>Experience</b>  | Proven track record of: <ul style="list-style-type: none"> <li>• supporting and assisting staff in delivering quality services.</li> <li>• managing variable office functions including a CRMS.</li> <li>• providing a supporting function in managing enquiries and assessment of presenting issues.</li> <li>• managing services information in relation to contractual reporting and compliance.</li> </ul> | <ul style="list-style-type: none"> <li>• Familiarity with project evaluation/monitoring systems.</li> <li>• Experience of multi-agency and partnership working approach.</li> </ul>   |
| <b>Skills</b>  | <ul style="list-style-type: none"> <li>• Experience of project / office administration.</li> <li>• Report writing.</li> <li>• Active listening and enabling.</li> <li>• Numerate and literate.</li> <li>• Confident with using IT and a good understanding of common software packages i.e. Office, Excel.</li> </ul>  | <ul style="list-style-type: none"> <li>• Familiarity with CRM software</li> </ul>   |
| <b>Knowledge</b>   | <ul style="list-style-type: none"> <li>• The reality of running a small not-for-profit organisation</li> <li>• Effective office management systems</li> <li>• Of the demands of an environment that requires continuous improvement</li> </ul>   | <ul style="list-style-type: none"> <li>• An understanding of the not-for-profit and statutory sectors in Norfolk that relate to our work</li> <li>• A good understanding of the effects of work, relationships and other contemporary issues affecting men and their families.</li> <li>• Proven previous experience within a VCO.</li> </ul> |

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|                                  |   | <ul style="list-style-type: none"> <li>• An understanding of safeguarding related legislation in Norfolk.</li> </ul> |
| <p><b>Personal Qualities</b></p> | <ul style="list-style-type: none"> <li>• <b>Personable:</b> to be friendly, positive, confident and able to talk and relate to a variety of people, including men facing life's challenges in need of support.</li> <li>• <b>Clear:</b> to be clear and firm with your own professional boundaries and those of the people MensCraft engages with.</li> <li>• <b>Integrity:</b> to demonstrate high standards of integrity, honesty and fairness to help to deliver an excellent service.</li> <li>• <b>Adaptable:</b> to shape your personal vision and working practices to contribute to positive outcomes for men who engage with MensCraft.</li> <li>• <b>Service focused:</b> to respond to internal and external stakeholders in a timely and appropriate manner and maintain the required level of quality service.</li> <li>• <b>Social values:</b> to respect values that are compatible with the not-for-profit business model.</li> <li>• <b>Completer finisher:</b> to have a preparedness to multi-task as well as pay attention to detail and</li> </ul> |  |

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|                            | <p>bring driven to ensure tasks are achieved.</p> <ul style="list-style-type: none"> <li>• <b>A willingness:</b> to learn and open to continuing professional development.</li> </ul>  |  |
| <b>Equal Opportunities</b> | <ul style="list-style-type: none"> <li>• The ability to exhibit and apply awareness of positive actions, diversity and equal opportunities in service delivery; particularly in relation to carers, work colleagues and other organisations the post holder may come in contact with.</li> </ul> |  |

#### How to apply

Please send your CV and a separate covering letter addressed to Tim Allard [tim@menscraft.org.uk](mailto:tim@menscraft.org.uk) outlining your credentials, relevant experience, and interest in working for MensCraft.

**Deadline: 9am. 19<sup>th</sup> February 2025**

Please put 'Fundraising and Communications Manager application' in the subject.