

**Association of Blind Asians (ABA)**

**Job Description & Person Specification**

Job title: **Communication and Fundraising Officer** (contracted September 24- April 27)

**Hours**: 15 hours per week

**Salary**: £9930 - actual salary for 15 hours per week

(£24496 per annum for 37 hours) plus 5% pension contribution

**Annual Leave**: 24 days (includes 3 occasional days) plus 8 public holidays for staff working 37 hours per week (pro-rata for part-time workers)

**Location**: Leeds / Office based

**Starting date**: September 2024

**Reporting to**: The ABA Manager

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**The Association of Blind Asians is a small independent charity providing a wide range of services and support to visually impaired people in Leeds.**

The Communications and Fundraising Officer has a vital role in devising and delivering communications to raise the profile of our work in Leeds and help generate the income needed to deliver services.

**Purpose of the job**

- To plan, develop and deliver of marketing & communications strategy as well as a fundraising strategy

- To identify and apply for funding to deliver services to improve the lives of blind and partially sighted people.

**Main duties**

Marketing and Communication

* Develop, design and implement ABA’s Marketing and Communication strategy, including focusing on digital marketing
* Develop an effective social media strategy and maintain all ABA’s social media channels, i.e. Facebook, Twitter etc
* Manage and maintain ABA’s website using a content management system and monitor/analyse the performance of the contents using an analytical tool
* Design, write and distribute e-newsletter and an annual report for the organisation
* Devise and develop creative ways of engaging our service users, both young and older service users, in discussion with other team members
* Write engaging and informative content for all communication channels and relevant audiences
* Be able to produce high-quality photo/video content, case studies to support campaigns and marketing initiatives
* To promote and advertise volunteering opportunities that are available within the organisation
* To be proactive in seeking out support and finding new ways to encourage supporters/volunteers to participate in our activities/campaigns
* Managing relationships with service users/volunteers who want to proactively promote us, especially those who have been with us long term
* Identify and attend events/fairs/conferences to promote the work of the organisation as required, including evenings and weekends

Fundraising

* Develop digital giving opportunities across the charity
* Plan, coordinate and deliver fundraising events
* Develop and maintain good relationships and corporate partnerships with companies as well as schools, clubs, charities, places of worship
* To increase volunteering opportunities by communicating with schools, universities, agencies, places of worship to offer suitable placements/volunteering opportunities to meet the needs of the organisation and provide support to volunteers
* To establish and increase donations through individual giving and wills
* Research and identify potential sources of funding for projects
* Write funding applications to trusts and foundations, working closely with the manager

General

* To liaise with I.T. professionals (outsourced) on behalf of the organisation for any technical issues to be resolved
* Contribute to the development and achievement of our organisation’s priorities and its Business Plan
* Maintain clear, accurate and appropriate records, including the minutes of meetings and provide written, verbal reports to the board as and when required
* Update and maintain the date of all activities and events on our website
* To be responsible for budget management for events or any marketing activities undertaken
* Writing reports for funders management committee as required
* To act positively and professionally at all times, respecting the needs of colleagues and co-operating to maintain a harmonious working environment
* To participate in supervision and annual appraisals as organised by the line manager
* Participate in training and development activities to ensure up to date knowledge and skills and continuous professional development.
* To liaise and establish good working relationships with other colleagues within the organisation
* May need to work occasionally on weekends and evenings as required, for which time will be given back in lieu
* To undertake any other duties as may reasonably be required by the ABA Project Manager from time to time

**Person Specification**

**Essential requirements**

**Experience and Knowledge**

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| * Experience in devising and delivering communication strategies
* Experience in managing social media accounts for a charity or private sector organisation
* An exceptional understanding of what makes engaging content for social media, web and e-comms
* Excellent written verbal communication skills
* Experience in corporate and community fundraising and events fundraising gained in a charitable or corporate environment
* Experience in producing charity fundraising appeal materials
* Knowledge and experience in using graphical adobe (Indesign or Photoshop) software or similar desktop publishing software to produce high-quality work
* Experience in using Microsoft Office software, i.e., Word, Excel, Access, Powerpoint etc
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| * Providing accessible information in a wide variety of appropriate formats as required
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| * Report writing/minute taking to a very high standard
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| * Good understanding of data sharing and data protection (GDPR) locally and remotely
* Experience in analytic tools and using insights to inform communications
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|  **Skills** |
| * Ability to liaise with a wide variety of individuals and organisations, including corporate organisations
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| * A high level of communication skills and the ability to present information/reports in a logical and analytical manner
* Ability to maintain administrative procedures, e.g. filing, petty cash, answering phone calls
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| * Good negotiating skills
* Ability to create good promotional videos with service users’ carers for campaigns or fundraising purposes
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| **Personal Attributes** |
| * Be creative and spontaneous when creating online and desktop publishing
* Ability to understand and demonstrate commitment to the organisation’s Equal Opportunities Policy and work within organisational policies and procedures
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| * Ability to work effectively in a team
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| * Ability to manage own workload with minimum supervision
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| * Ability to maintain strict confidentiality at all levels, especially when dealing with service users
* Be self-motivated, and work independently as well as part of a team
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| * Excellent time management skills
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| **Qualification and Training** |
| * Equivalent Qualification in community fundraising, corporate fundraising, communications, PR or marketing or a commitment to achieving this
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| * Willingness to undertake/continue further training and personal development as required by the post
* May require to work occasionally on evenings and weekends
* Access to a car for travelling purposes if required
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| **Special Requirements** |
| * Appointment subject to an enhanced criminal records check and satisfactory references
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| **Desirable Requirements** |

* Experience in maintaining websites
* Experience in installing IT hardware and software
* Experience in managing budgets
* Engagement work with service users/carers
* Group facilitation skills at service users’ level
* Understanding of barriers faced by the BAME communities
* Ability to speak one or two community languages would be an advantage
* Planning and organising small-scale research projects
* Understanding of small office IT communication and basic security
* Experience/knowledge with google mail server/drive
* Experience/knowledge of local and remote storage solutions
* Knowledge of small office IT system layouts