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**Job title: Communications and Fundraising officer**

**Responsible to:** Outreach Manager

**Location**: Chester city centre (office base), with regular travel within West Cheshire region. Flexible and home-working desirable, by agreement.

**Salary:** £26,651 – 29,424 pro rata Payscale pt 14 - 19

**Hours:** 21 hours per week, including some evening and weekend hours

**Annual Leave:** 25 days per year plus bank holidays pro rata

**Role Overview**

To deliver CSASS communications goals, primarily to ensure more, and a wider range of, survivors have the information needed to access support.

To work with others, delivering campaigns, events and regular activities. To create and share impactful and inspiring communications, and meet unrestricted income targets.

**Main Responsibilities**

* Research, develop and create (or support others to create) compelling, up to date visual/written content across all channels including website, socials, e-news and print
* Develop and implement a Communication Strategy (internal and external)
* Brand management and development, as needed
* Coordinate occasional media opportunities
* Lead on achieving unrestricted income targets, through community and donor fundraising, including:
  + Organise, or join external, fundraising events and campaigns
  + Provide support and information for supporters carrying out independent fundraising on CSASS behalf
  + Develop, launch and manage Friends scheme for regular donors
  + Inspire and enable one-off giving from individuals and groups.
* Support the Outreach Manager, to create communications
  + reaching survivors and supporters within under-represented communities
  + challenging the causes of sexual violence

and to coordinate effectively in shared areas of work

* Lead on development and maintenance of our CRM (Donorfy), website (Wordpress) and other on-line systems and integration (JustGiving, Mailchimp etc)
* Prepare, contribute to, and learn from data/impact reports and evaluation
* Support, advise and work with staff, volunteers, trustees, partners and supporters, to help meet the full range of CSASS goals.
* With other CSASS workers, maintain a clean, safe working environment, provide regular office cover and act as a key holder
* To work within CSASS policy and practice
* To work flexibly and carry out other work up to a level commensurate with the responsibilities of the post, as required

**Personal & Professional Development**

* Participate in regular reviews, and agree short, medium and long-term goals
* Identify learning and development needs with line manager
* Share best practice and achievements. Contribute to the development of CSASS
* Contribute to others learning by sharing knowledge and skills, informally and formally

**Person Specification: Communications and Fundraising officer**

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| **Essential** | **Desirable** |
| **Experience** | |
| Developing and implementing effective campaigns and communications | Training or qualification in communications/marketing or similar |
| Measuring the success/impact of communications | Strategic planning |
| Managing social media accounts and campaigns | Experience designing on brand digital and print promotional materials |
|  | Experience writing and distributing press releases |
| Working in the voluntary sector, paid or unpaid | Working with survivors of sexual violence |
|  | Supporting volunteers or community members |
| Working in community and/or donor fundraising | Managing and delivering community and/or donor fundraising targets |
| Organising events |  |
|  | Implementing new IT systems |
| **Knowledge and Skills** | |
| Excellent skills in IT, developing, implementing, learning and integrating systems. Use of CRM databases. | Use of Microsoft 365, Donorfy, JustGiving, MailChimp, Google analytics, facebook giving, WordPress |
| Ability to keep accurate records, including on databases. Ability to extract, use and report data helpfully. | Use of reporting tools and analytics to assess impact against goals, and recommend changes. |
| Understanding of safeguarding and confidentiality of personal information |  |
| Ability to develop an engaging online presence | Use of LinkedIn, Twitter, Facebook, Instagram. |
| Excellent interpersonal, verbal and written communication skills, both online and in-person. | Ability to use persuasive arguments and tell compelling stories |
| Ability to work as part of a team |  |
| A proactive, can-do attitude and the ability to work on own initiative. |  |
| Understanding of and commitment to equality and diversity |  |
| Knowledge of the aims and focus of the Rape Crisis movement | Understanding of survivor’s lives, and the impact of survivor’s experiences.  Commitment and motivation to improving the lives of survivors |

We recognise the value of lived experience as well as experience gained in a professional context.

CSASS premises operate as a women-only space for part of each week and we are committed to providing women-only spaces and services, in addition to inclusive spaces and services.

To effective deliver impactful services to all survivors, our team needs a diversity of viewpoints. We are particularly seeking people of colour and the global majority. We would welcome more young people, and members of the LGBTQ+ and disability communities.