

Communications & Fundraising Lead



Job Title: Communications & Fundraising Lead

Hours: 2-3 days

Salary: £28,500 (pro rota) 2-3 days a week

Location: 360 Middle Park Avenue, SE9 5QH

Duration: Permanent

About the role

As a small charity, our staff team work closely in a flexible, cooperative working style. Prioritising the best service to our guests, all team members thrive off a fast paced and dynamic environment which varies day to day. We are looking for someone enthusiastic who can be flexible and adaptable in a fast changing and highly rewarding work atmosphere, and that shares the vision of our staff and trustees.

Communications and Fundraising Lead plays an important role in advancing the mission of our homeless projects by effectively communicating our initiatives and fundraising efforts to various stakeholders. This position requires strategic communication skills with fundraising expertise to ensure the shelter's sustainability and growth.

This role offers the opportunity to make a meaningful impact on the lives of individuals experiencing homelessness while developing your skills in communication and fundraising to support the charity's mission. We as an organisation are committed to ongoing professional development through our network of partners and support organisations both local and national.

Key responsibilities:

Communications

- Manage our social media channels and research which new channels should be set up in order to keep up to date with current social media visibility and trends
- Create compelling content for various communication channels, including website, social media, newsletters, press releases, and fundraising materials. Working with Operations Coordinator for communications to volunteers.
- Monitor and analyse communication metrics to assess effectiveness and make data-driven decisions.

Fundraising

- Develop fundraising strategy, both ongoing and episodic e.g. Big Give (campaigns and initiatives) to support the charity's operational needs and long-term sustainability working with the CEO & Trustees.
- Work alongside bookkeeper and leadership team to set fundraising priorities
- Maintaining and expanding a regular giving campaign and promote it to increase individual direct debit and other digital regular giving
- Plan and organise fundraising events, charity drives, and online fundraising campaigns.
- In cooperation with the team, drive preparation of grant proposals and reports to secure funding from foundations, corporations, and government agencies.
- Scope out potential to extend our services through the launch of a Hosting Scheme
- Collaborate with internal teams, including staff and volunteers, to gather stories, testimonials, and programmatic data for communication and fundraising purposes
- Prepare regular reports on communication and fundraising activities, outcomes, and financial performance for the leadership team & trustees.

Donor Relations

- Maintain excellent relation with donors by acknowledgement, providing updates on impact, and maintaining ongoing communication.
- Create personalised donor communication materials, such as thank you letters, impact reports, and donor newsletters
- Database of donors, segment into Major donors occasional donors, regular givers etc, to ensure appropriate communication.

A successful candidate will ideally demonstrate:

- Excellent organisation, communication and interpersonal skills
- Confidence in communicating via different platforms
- Ability to work collaboratively as part of a team
- A commitment to supporting people experiencing homelessness and to preventing and ending homelessness for all
- Ability to work independently, manage multiple projects simultaneously, and meet deadlines in a fast-paced environment
- Proven experience in communications, fundraising, or related roles, preferably within the nonprofit sector
- Excellent written and verbal communication skills, with the ability to craft compelling narratives and messages
- Demonstrated proficiency in social media management, website content management systems, and email marketing platforms
- Any other tasks

How to Apply

Send a cover letter and CV to Georgia Sims hello@greenwichhomelessproject.org.uk **by 11th November at 12pm**, and interviews will take place on 13th, 14th & 15th November.