



## **Job Description – Head of Fundraising and Communications – Maternity Cover (9-12 months)**

**Start Date – end September/beginning October 2018**

**Salary - £32 000 - £40 000 (pro-rata) dependant on experience, will consider both full and part-time options**

This role is responsible for the overall management, development and on-going running and co-ordination of the campaigns, fundraising and communication at seed.

### **Campaigns and Events**

- Responsibility for co-ordination of the seed fundraising match-funding appeal. This will include logistics and planning of the event in the run-up to the actual day. It will also involve overall running of the event itself and any follow-up required. Other duties associated include:
  - Overseeing the 'clean-up' and processing of the database to ensure we have a database ready to contact ahead of the day.
  - Development of an online marketing campaign prior to the launch of the day, including selection of a film company and ongoing liaison with the company until the completion of a campaign video.
  - Coordination (from existing databases) of staff communication, with donors to contact prior to the event
  - Oversee invoicing and thank you letters for donations after the event
- Development, management and overall co-ordination of other seed fundraising projects including the annual diary project, raffles, art event, sports events, and other events as required.
- Identification, research and recommendations into possible new campaigns and fundraising projects in line with seed's ethos and overall fundraising goals.

### **Donor Care and Database management**

- Co-ordination of all fundraising reminders for Rabbi Grunfeld and Rabbi Herman on a monthly basis depending on the donors profiles. This includes:
  - Detailed fundraising analysis (old money lost, new money made etc.)
  - List of donations with dates and appeal/event codes (who solicited?)
  - Standing orders monitoring and thanking.
  - Attending donor meetings with fundraisers if required
  - Developing individual information, packs and statistics based on donor requirements
- Researching potential new donors and trusts that may be approached and developing strategy for approaching them based on who else they give to or their criteria.
- Ensure the effective management and delivery of donor care including maintaining regular donor contact through newsletters, events, regular communications, gifts and other appropriate involvement.
- Development and implementation of a legacies campaign
- Identification and writing grants and bids for foundations and money that may be available for identified seed projects.



- RH cards and challahs to patrons and other campaigns as required.
- Oversee fundraising functions on RE including keeping information on donations received from different sources on an ongoing basis. Liaison with Finance department to continue development of useful systems of data entry fundraising purposes.
- Completing seed's annual review including writing all content, compiling statistics and pictures and overseeing the graphic design and distribution of the document.

### **Communications**

- Recording of all participant and other feedback
- Updating donor packs as required (flyers and info taken to donors)
- Overall responsibility for all writing including reports for donors and press releases for website and newspapers. This should be done on an ongoing basis after each noteworthy event or anything that would be appropriate for PR purposes.
- Marketing seed's activities including email and social media marketing

### **Person Specification**

- The role relies heavily on being proactive, self-motivated, and enthusiastic with excellent written and verbal communications skills. The candidate will need excellent organisational and communication skills, show a high level of attention to detail, be creative and efficient. The ideal candidate will believe passionately in the cause of kiruv. High level of proactivity and initiative
- Excellent communications skills, both spoken and written
- Highly organised with good time management skills.
- Able to work independently on own initiative or as part of a team
- Creative and meticulous