

# Interim Senior Fundraising & Communications Lead

## Job Description and Personal Specification

<b>Post:</b>	Interim Senior Fundraising & Communications Lead
<b>Team:</b>	Fundraising & Communications
<b>Managed by:</b>	CEO
<b>Responsible for:</b>	Trusts Fundraising Officer (1.0 FTE) and Communications Officer (0.4 FTE)
<b>Contract:</b>	Six months fixed term contract
<b>Contracted Hours:</b>	30 hours per week over 4 days (flexible working requests considered).
<b>Salary:</b>	£45,000 FTE
<b>Location:</b>	Bristol/Hybrid - this role will require being in our office in St Pauls, Bristol at least 1 day per week as agreed with the CEO plus travel to meetings as required. You are welcome to use our St Paul's building as often as you'd like above that, and we also have access to a coworking space in Stokes Croft.
<b>Holiday:</b>	25 days per annum plus Bank Holidays (pro rata if part-time)

### Why The Green House?

The Green House is the only service across BNSSG and BANES supporting children and young people who have experienced sexual abuse. Through our whole family approach, we also support their families and non-abusing parents and carers. Our distinct model is:

1. Evidence-based, guided by research and best practices.
2. Led by the voices of young people and their families.
3. Centred on choice, community and connection.
4. Focused on the transformational power of the creative arts.

This has resulted in a distinct service that ensures children have access to timely, specialist support services that are right for them. Although The Green House delivers a local service, the work we do is increasingly leading the way in changing the national response to child sexual abuse. As a leader in the children's sector, we recognise that many individuals are drawn to working with us because of their own lived experience. We offer a supportive working environment alongside a creative and passionate team who are committed to ensuring the children, young people and families can lead the change they want to see. It is an exciting time to join us as we embed our new service model, deliver a new strategy and look to increase both our local and national visibility. You will be joining an ambitious team who work tirelessly to improve the lives of children, young people and families who have experienced sexual abuse.

### About the role

The Green House is looking for an ambitious and passionate Interim Senior Fundraising & Communications Lead to join us at an exciting point in our journey. Initially offered as a six-month contract, this role will take the lead on income generation and shape the future of our fundraising landscape during a period of organisational development and review.

You will play a crucial role in delivering the charity's ambitious fundraising strategy, driving its successful implementation and helping to shape the future of our income generation. Working across trusts and foundations, statutory funding, Major Giving and wider fundraising opportunities you will identify, develop and secure sustainable income that enables our services to grow and thrive.

As Interim Senior Fundraising & Communications Lead you will enjoy writing exceptional quality bids, with the ability to understand and present complex information and data in a wide range of formats to funders with very different needs. This includes one-page summaries to lengthy (20,000+ word) bids, working with local funders as well as those interested in the national picture.

Across all activities, you'll lead on building strong relationships with funders and partners, proactively identifying new opportunities to diversify income. Working alongside the CEO and wider team, you'll use your experience, expertise, creativity, and strategic thinking to maximise fundraising potential and help ensure the charity can continue making a lasting difference to the communities we serve.

Alongside this you will lead on delivering our communications strategy creating engaging and impactful content across digital channels. You'll help strengthen our brand, raise awareness of our work and bring our impact to life through compelling storytelling that inspires supporters, funders and communities.

## Other roles you may have experienced could include:

Fundraising Manager, Fundraising Support Manager, Statutory and Trust Manager, Fundraising and Communications Manager, Senior Fundraiser

## Duties and responsibilities

### Fundraising

1. Implementation and development of the fundraising strategy as agreed with the CEO, to maximise income.
2. Develop and maintain positive relationships with donors, supporters, and corporate partners.
3. Research and identify new funding opportunities to build a healthy pipeline that maps onto The Green House's evolving needs.
4. Develop and submit high-quality bids. Work in partnership with the CEO and wider team to ensure that they are financially, operationally, and strategically viable.
5. Identify and capitalise on opportunities to work in partnership with other organisations to increase fundraising income, in collaboration with the CEO and wider team.
6. Monitor fundraising performance and produce regular reports on income and campaign outcomes.
7. Ensure accurate donor records are maintained in the organisation's CRM/database.
8. Work with The Green House's Research Manager, team of practitioners and survivor voice groups to create powerful reports and case studies for funders and statutory audiences.

9. Ensure compliance with GDPR/Data Protection guidelines and The Green House policies relating to data protection, data security and record keeping in relation to fundraising activities.
10. Line management of the Trusts Fundraising Officer who oversees our portfolio of our portfolio of Trusts and Foundations. Support them to lead the planning and delivery of fundraising campaigns and events.
11. Work closely with the CEO and wider team to understand the evolving funding requirements of the organisation and adapt and adjust income generation and fundraising strategies to meet these needs.

## Communications

1. Support the CEO and wider team with the ongoing development of our brand, ensuring we are consistently positioned appropriately to all target audiences.
2. Line management of the part-time Communications Officer, supporting the creation of engaging content for the organisation's website, newsletters, social media channels, and printed materials.
3. Coordinate communication campaigns to promote fundraising activities, events, and organisational achievements.
4. Assist with media relations, including drafting press releases and responding to enquiries where appropriate.
5. Ensure all communications reflect the organisation's brand, values, and tone of voice
6. Collect and develop case studies, stories, and testimonials that demonstrate the impact of the organisation's work.

**Although we anticipate that the core responsibilities will be those set out above, a flexible and adaptable approach is essential.**

## PERSON SPECIFICATION

<b>Criteria</b> <i>E=Essential</i> <i>D = Desirable</i>	<b>E/D</b>
<b>Knowledge and understanding</b>	
A strong understanding of the Trusts and Statutory landscape	<b>E</b>
An understanding of the legal rules relating to fundraising, and best standards in terms of ethical fundraising practice	<b>E</b>
An in-depth understanding of at least 1 area that is central to the work of The Green House: sexual abuse, children and young people, and/or creative-based therapeutic approaches	<b>D</b>
<b>Skills and abilities</b>	
Exceptional written skills, with the ability to write persuasive copy to influence funders to give	<b>E</b>
An ability to interpret and present complex information (including quantitative and qualitative data) to develop wide ranging copy to meet the needs of a varied funder portfolio	<b>E</b>
Financial acumen, with the ability to digest and clearly explain financial information	<b>E</b>
An ability to strategically prioritise and stay focused when faced with a breadth of possible avenues of income generation and reactive opportunities	<b>E</b>

Exceptional inter-personal skills, with the ability to build warm long-term relationships with colleagues across the charity, charity partners, a diverse spectrum of funders and others	<b>E</b>
An ability to work constructively with colleagues to embed a fundraising ethos across the organisation, upskilling and constructively challenging colleagues as appropriate to support organisational growth and development	<b>E</b>
An ability to work autonomously and manage your own workload to ensure targets are met.	<b>E</b>

<b>Experience</b>	
A track-record of identifying and securing 5-figure grants/donations	<b>E</b>
Experience of prospecting and building a healthy fundraising pipeline	<b>E</b>
Experience of leading on relationships with external funders, including Trusts/ Foundations, lottery bodies and/or government departments	<b>E</b>
Experience of compiling budgets for bids, in line with charitable needs and funder stipulations	<b>E</b>
Experience of compiling narrative and financial reports for funders	<b>E</b>
Experience of having taken a 'relationship fundraising' approach and having delivered exceptional stewardship	<b>E</b>
Experience of developing fundraising strategy, either generally or relating to a particular stream of income	<b>E</b>
Comprehensive knowledge of compliance with all relevant legislation, including Charity Commission requirements, Fundraising Code of Practice, advertising standards, and GDPR	<b>E</b>
Experience of working cross-organisationally, and with partners, to develop successful bids	<b>D</b>
Experience of networking and representing a charity at high-profile meetings with government officials and/or funders	<b>D</b>
Experience of line management	<b>D</b>
Experience of ensuring research/data, and survivor voice, are embedded across your fundraising practice	<b>D</b>
Experience of securing income for a charity that provides services for survivors of sexual abuse	<b>D</b>
Experience of securing income from Statutory Funds and Trusts/ Foundations for both local (place-based) and national charities	<b>D</b>
Experience of developing wider fundraising streams (individual giving, community, corporate etc.)	<b>D</b>
Experience of developing and implementing marketing and communications strategies	<b>D</b>

## Benefits include

- 25 days holiday plus bank holidays (pro rata'd for part time staff)

- Week between Christmas to New Year's Day gifted as additional annual leave days each year.
- Access to our Employee Assistance Programme
- Comprehensive wellbeing support including group reflective spaces, annual whole team away days, and peer support.
- Flexible working arrangements
- Access to co-working spaces