



# Job Description

**Job Role:** Development Coordinator - 6 Month Contract

**Reporting Line:** Head of Development

**Attendance Times:** 37.5 hours per week, Monday to Friday 9.00am-5.00pm with a 30-minute unpaid lunch break. Evening and weekend working will be required when Safeline events are taking place and to attend fundraising talks and events.

**Salary:** £12,000 - £13,000 pro rata (FTE £24,000-26,000) depending on experience plus 25 days' annual leave entitlement (FTE) and matched pension contribution up to 5%.

**Location:** Stratford-Upon-Avon and Home Based

This role is part-funded by the Stratford Town Trust

Safeline is a leading Warwickshire-based, independent, and professional specialist sexual abuse and rape charity. We help people aged 3+ who have been abused to rebuild their lives, we protect those at risk, and we find ways to prevent abuse from happening. We have been protecting and supporting people affected by sexual abuse and rape for over 25 years and we intend to continue this vital work for many years to come because the need for organisations like ours has never been greater.

## Job Purpose

To increase awareness of Safeline, its services and partnerships in Stratford-Upon-Avon and beyond and to generate fundraising income and support fundraising activities to contribute towards meeting Safeline's income needs to support people affected by sexual abuse. To develop and deliver social media content, focusing on awareness raising and fundraising in Stratford-upon-Avon and contributing to Safeline's social media strategy.

This is a 6-month funded post but if it delivers against the objectives of the role there is the potential to convert to a permanent full-time position.

## Key Responsibilities

### Social Media

- Assisting the Development team with the management and nurturing of Safeline's online communities to ensure ongoing growth in followers and engagement.
- Creating digital media content pertinent to Stratford focussing on awareness raising, community and fundraising
- Collaboration with the Development Team to engage with Safeline's social media audience, employing brand tone of voice to maintain engagement and loyalty among followers,

supporters, and partners. Includes stewardship and engagement with fundraising event participants with the aim of increasing fundraising remittance.

- Track the performance of social media activity against KPIs and competitors, creating regular reports to share with relevant internal and external stakeholders.
- Ensuring all social media content created in-house and through partner organisations is in line with brand guidelines.
- Monitor other activity within the sector and current and new digital trends to identify, implement and maximise opportunities as they arise.

### **Community Partnerships & fundraising:**

- Develop, steward and support connections to community groups, corporates, and organisations in Stratford to raise awareness of Safeline and develop new fundraising partnerships.
- Organise and promote a range of Safeline fundraising events and activities in Stratford.
- Recruit, train and support volunteers in Stratford to help with Safeline fundraising including 'ambassadors' who give talks to local groups.
- Promote network of 'ambassadors' (volunteer speakers) to local groups.
- Attend and manage fundraising events including personally giving talks to local groups as required.
- In partnership with the Development Team, recruit and support individuals who are doing fundraising activities independently for Safeline (runs, skydives, concerts, quiz nights etc.), either existing public events or those they organise themselves.
- Produce and distribute information packs and other materials for community fundraisers.

### **Fundraising from individuals:**

- Organise supporter cultivation events in Stratford (e.g., drinks receptions)
- In collaboration with the Development Team, draft and send regular communications to supporters and potential supporters including an e-newsletter.
- Liaise with individual supporters and enquirers in Stratford regarding Gift Aid, Standing Orders, and other aspects of their support.

### **Fundraising from grant-makers:**

#### **In partnership with the Development Team**

- Research potential funding bodies
- Draft and submit applications and reports to funding bodies such as grant-making trusts (including collation of statistics on Safeline services)
- Manage appeal mailings to grant-making trusts, including processing replies.
- Maintain records of applications and reports submitted and due and their outcomes.

### **General:**

- Ensure that fundraisers and supporters are appropriately recognised e.g., on Safeline's website.
- Develop and send thank you letters to trusts, community fundraisers and individual donors.
- Update fundraising content on the Safeline website, liaising with Safeline's web design / marketing agency as necessary.
- Liaise with colleagues to promote fundraising events, activities, and support on social media.

- Manage the fundraising database, maintaining up-to-date records of donations, events, amounts raised, fundraisers, volunteer helpers, communications and so on
- Provide cover for the Head of Development during absences
- Contribute to the development of Safeline’s fundraising plan.
- Develop and maintain successful working relationships with colleagues, fundraisers, and potential/actual funders/supporters.
- Attend and contribute to line management, annual appraisals, and staff meetings.
- Attend training and development events as required for continuing professional development.
- Undertake any other tasks within the fundraising department and wider organisation as required.

## **Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• At least one year’s experience of charity fundraising</li> <li>• Experience of meeting deadlines and prioritising and managing multiple tasks.</li> <li>• Experience of working with a wide variety of people.</li> <li>• Experience of organising events</li> <li>• Experience of working with social media</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising experience relevant to this role</li> <li>• Volunteer management experience</li> <li>• Experience of events marketing</li> <li>• Experience of social media marketing</li> <li>• Knowledge of issues relating to sexual abuse and rape</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• High level of organisational skills and attention to detail</li> <li>• Excellent written and verbal communication skills</li> <li>• Social Media communication skills</li> <li>• Excellent numeracy skills</li> <li>• Excellent IT skills (Word, Excel, Outlook, PowerPoint)</li> <li>• Research skills</li> </ul>	<ul style="list-style-type: none"> <li>• Copywriting and proofreading skills</li> <li>• Visual communication digital skills</li> <li>• Ability to use Microsoft Dynamics 365</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Strong interpersonal skills, confidence and relationship-building abilities, ability to work collaboratively and appropriately with colleagues and supporters.</li> <li>• Self-motivation and enthusiasm</li> <li>• Creativity and initiative</li> <li>• A commitment towards the objectives and values of the charity</li> <li>• Ability to work independently</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the issues facing a small charity</li> <li>• Knowledge of Stratford-Upon-Avon</li> </ul>
<b>Other</b>		Driving licence and access to a car (for travel to events)

*Safeline is committed to the safeguarding of young people and vulnerable adults and adopts strict measures to ensure the safety of its clients. Safeline expects all staff to work within its safeguarding policies and procedures.*

## **Application**

To request an application form please contact Safeline on 01926 402 498 or via email: [office@safeline.org.uk](mailto:office@safeline.org.uk).

Please note CVs are not accepted.

Once completed, please return to Emma MacLellan, Head of Development at Safeline, 6a New Street, Warwick, CV34 4RX or via email: [office@safeline.org.uk](mailto:office@safeline.org.uk).

**Closing date:** 6<sup>th</sup> May 2021 at 5pm