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| JOB DESCRIPTION | |
| **Job Title:** | Associate Director of Communications and Fundraising |
| **NJC Scale Point:** | NJC Pt. 37- 41 *(£40,876 - £44,863)* |
| Hours: | Full time 37.5 hours some flexible and /or home working may be available |
| **Annual Leave:** | 26 days plus statutory and bank holidays (1 additional day after each year of service, up to a maximum of 31 days) which will be pro-rata’d for flexible employees |
| **Location:** | DHI Bath or other location reasonably requested by the organisation. |
| **Pension:** | Contributory pension scheme (employer’s contribution 7% to a minimum 3% contribution from employee). |
| **Accountable to:** | Corporate Services & Finance Director |
| **Accountable for:** | Trusts and Foundations Manager, Digital Engagement Lead and the Fundraiser plus all volunteers that support the team |

#### Principle Purpose of the Job

#### The purpose of this role is to lead DHI’s Communications and Fundraising strategy & team to ensure key messages are effective, and that they reach the right audiences at the right time to promote and support DHI’s work.

This role also heads up the voluntary income fundraising function within the organisation and, as such is responsible for the delivery of high quality fundraising stewardship across a range of income streams in order to create a sustainable future for the work that DHI delivers.

The role will report into the Corporate Services and Finance Director but will work closely with the Chief Executive to ensure messaging is aligned to strategic priorities, core purpose and values of the organisation.

**Key Responsibilities**

**Communications and Engagement (weighting 70%)**

* + Lead the formulation, development and the delivery of the communications strategy and plan. The plan must be embedded in and support the wider organisational objectives as well as promote its core purpose.
  + Be ‘hands on’ with the operational delivery of the DHI’s communications plans.
  + To keep the organisation’s communications updated and to ensure a consistent voice across the organisation
  + Line manage Digital Engagement Lead and any volunteers that support DHI communications and marketing
  + Deliver highly effective communication solutions to engage, inform and drive change.
  + Make maximum use of insight and evidence to segment audiences and target communications to best effect.
  + Own and develop the DHI brand guidelines and associated communications framework to support DHI’s brand proposition and voice, maintaining brand integrity across all channels, platforms and activity.
  + Oversee and guide the development of all content and collateral which could include web, digital, social, video, audio and print content.
  + Manage media relations and develop contacts with media members, influencers, and community leaders.
  + In partnership with others, lead the delivery of high impact events to support engagement across all priority stakeholder groups
  + Implement measurement and reporting approaches to track and demonstrate the effectiveness of communications activity.
  + Work with the team to deliver an annual programme of events, publications and associated communications for promotion

**Bid writing and fundraising (weighting 30%)**

1. Bid Writing Support/Contracts and Evidence (15%)
   * Support operational directors in the development/writing of commissioned tenders, working with the Executive team from early stage research through to the submission of tenders.
   * Identification and planning so there are resources at the disposal of the Exec at times when tender writing occurs
   * Tendering for commissioned contracts, by developing and keeping an up to date directory that evidences organizational impact in key areas; through images, key statistics, case studies and testimonials.
   * To support tender writing, coordinating the involvement of the team as required. Develop and lead a fundraising strategy and operational plan for the fundraising team with a particular focus on: trusts, corporate and major donor fundraising with an emphasis on the funding of DHI’s pilot and innovation projects

2. Fundraising

* + Set and meet fundraising targets
  + Line manage the fundraisers in order to ensure that they hit the metrics and targets that are set for them in order to meet the strategic needs of the business
  + Supporting the development of major presentations and cases for support
  + Hold a portfolio of key fundraising relationships that are stewarded in partnership with the CEO (lifetime value to the organisation of £50k +)
  + Ensure all voluntary income is processed and managed in compliance with fundraising law and best practice
  + Line manage and set work for all fundraising volunteers as well as staff involved in the generation of voluntary income for DHI

***Staff Management***

* To be overall responsible and accountable for the safe, efficient and effective deployment of staff within the Fund raising and Communications team ensuring full and adequate cover.
* To effectively lead, motivate and line manage staff in their delivery of respective roles and responsibilities according to DHI policies and procedures.
* To be responsible for the recruitment and induction of new staff within the team, following DHI’s agreed HR polices procedure and systems and in line with DHI’s values.
* To develop staff through pro-active and robust performance review and appraisal, coaching, motivational techniques, team building and appropriate delegation.
* Through regular review and 121/supervision to ensure robust performance monitoring and management to measure individual and individual team performance in line with strategic objectives, team targets and performance appraisal plans

***Monitoring & Administration***

#### Via effective line management, to be overall accountable and responsible for the timely and accurate provision of monitoring and reporting in line with agreed KPIs.

* To ensure that effective systems and information governance arrangements are in place and adhered to
* To oversee and contribute to the preparation and presentation of clear verbal and written reports, analysis and audits as requested by DHI’s CEO and Executive Team.
* To attend meetings on behalf of the organisation and to feedback key information in a timely manner to DHI’s CEO and Executive Team
* To lead, guide and oversee the development and implementation of effective and flexible systems and structures that are responsive to need.

#### Organisational Responsibilities

1. At all times adhere to DHI policies and procedures, with specific reference to:

* Confidentiality: ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity.
* Data Protection Act and Information Governance: to comply with the requirements of the Data Protection Act and all policies and procedures relating to Information Governance and security of data.
* Equal Opportunities and Diversity: to ensure that all service users, their partners, colleagues both within DHI and other partner organisations are treated as individuals by following DHI’s Equality and Diversity Policy.
* Health and Safety: to ensure you comply at all times with the requirements of the Health and Safety regulations and DHI’s Health and Safety Policy and Procedures. You are responsible for taking reasonable care with regard to yourself as well as any colleague, client or visitor who might be affected by an act or failure to act by yourself.
* Quality Assurance: to ensure all activities are managed in a way that supports DHI’s Quality Assurance systems.
* Safeguarding: DHI is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.
* Lone Working: to work in accordance with the DHI Lone Working policy and procedures.

1. At all times adhere to contract requirements, relevant legislation, good practice, with specific reference to: The DoH Drug Misuse and Dependence – Guidelines on Clinical Management; Ethical Framework for Good Practice NTA, NICE.
2. Participate in the organisational planning processes and contribute to the establishment of DHI’s business plan.
3. To perform as part of the Corporate Services and wider DHI team, attending and participating in regular meetings, appropriate training courses and in skills sharing sessions.
4. To participate in regular supervision and support.

This job description contains only the main accountabilities relating to the post and does not describe in detail all the duties required to carry them out. As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.

**PERSON SPECIFICATION**

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| **ATTRIBUTES** | **ESSENTIAL CRITERIA** | **DESIRABLE CRITERIA** | **DEMONSTRATED BY (Application, Interview, exercise, other)** |
| **Experience** | * Broad experience in a range of communications leadership roles * Leadership of change & call to action focused communication solutions * Advanced personal communication skills and confidence in delivering emerging messages * Strong commercial orientation * Experience of presenting to senior stakeholders including board members * Experience of hitting or exceeding targets, particularly in fundraising and communications * Experience of working within the fundraising context | * Brand creation, curation, development and management * Working with or in public sector programmes * Delivering in a high ambiguity, delivery focused environment * Experience of working in a charity or statutory funded environment |  |
| **Knowledge** | * Knowledge of the drivers behind successful bid writing | * University level education, or equivalent experience, preferably in communications, marketing, social marketing or a related discipline |  |
| **Skills** | * Honed relationship development skills - with internal and external stakeholders * Strategic thinker able to see the big picture. * Inspirational leader able to motivate and enthuse team and colleagues. * Quality focused striving for high-quality results. * An effective communicator with an adaptable and engaging communication style. * Has excellent Emotional intelligence. | * Creative and able to find novel solutions. |  |
| **Values and behaviours** | * Ability to see and take advantage of (strategic) opportunities whilst balancing risk and innovation * Flexible, resilient, proactive and responsive to change. * Works in a way that aims to maximise the potential of others in their role. * Commitment to equal opportunities and anti-discriminatory policy and practice. |  |  |
| **Other information** | * Driving License with access to vehicle and willingness to use it for work travel. |  |  |