



**Fundraising &
Social Media Manager
Application Pack**



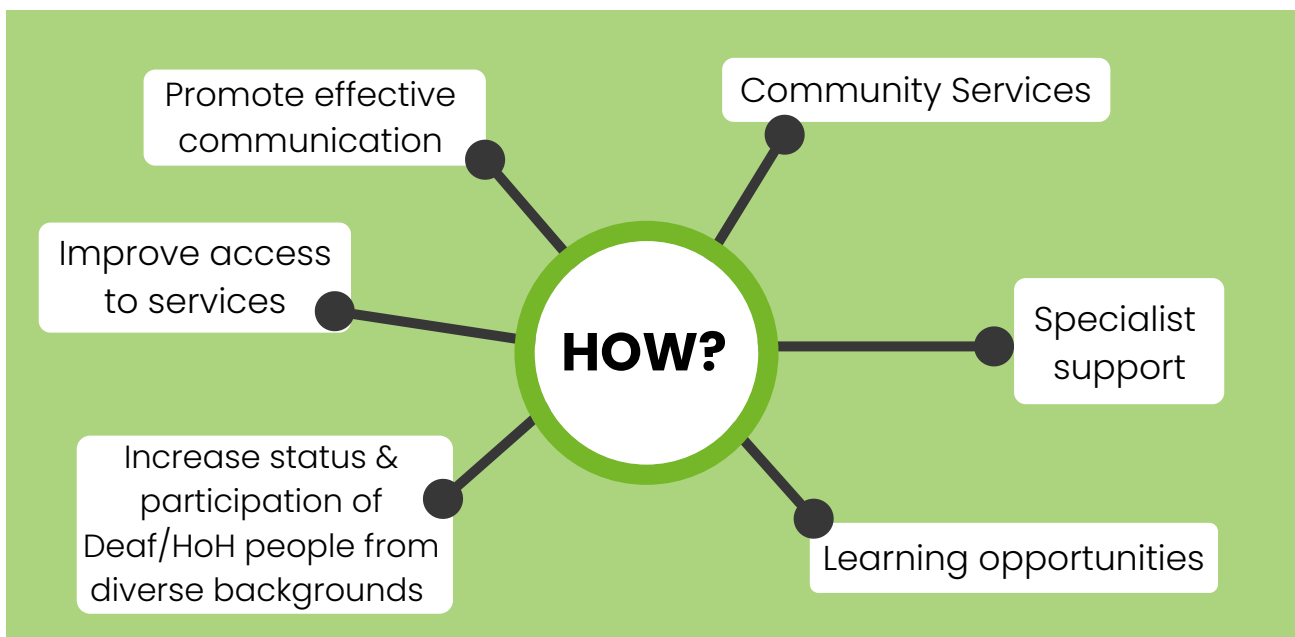
Fundraising & Social Media Manager



Welcome from Action Deafness

Our Purpose

Here at Action Deafness we improve the quality of lives of Deaf, Deafened, Deafblind and Hard of Hearing people by increasing independence and equality of opportunity.



Exciting Future Prospects

We are already half-way through our Five Year Plan, 2018-2023, and we have ambitions and aspirations for the following five years, particularly in relation to health & social care for our flagship services:



Fundraising & Social Media Manager



About Us



Our services enable Deaf & Hard of Hearing people to exercise their right to be full and participant members of civic society, empowering them to access education, employment, health services, criminal justice, social welfare, leisure and more.

» The charity began its life in **1897** as Leicester & County Mission for Deaf People. » We transformed and rebranded in **2006** as Action Deafness.

» Over the last decade and a half, we have grown to become one of the **leading Deaf-led** charitable organisations.

» Authentic and proven, we have also played a significant role in **joint ventures and partnerships** with local and regional Deaf charities. »

Including mergers with Deaf Direct, Oxford Deaf & Hard of Hearing Centre and Walsall Deaf Community Services amongst others.

» Evolving and vibrant, Action Deafness is also CQC registered as a **domiciliary care provider** »

We supply specialist face-to-face (F2F), Video Relay Service (VRS), British Sign Language (BSL) **interpreting services** and we are a Charity accredited with ISO9001, ISO27001, ISO18841 and Cyber Essentials. »

Through the platform of the NEPO agreement framework and also the recently awarded NHS SBS Framework, Action Deafness is looking to continue this provision, enabling statutory providers and other such stakeholders to ensure their services are both accessible to, and inclusive of, Deaf and Hard of Hearing people.



Fundraising & Social Media Manager

Overview



We are Deaf-led

➤➤ In our team:

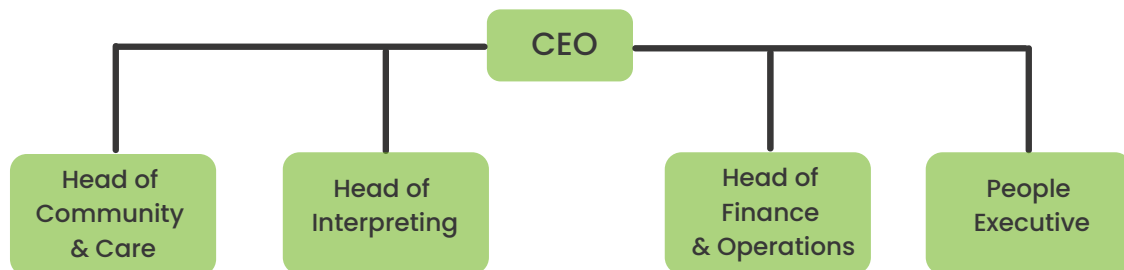


80% Governance

50% Management

80% Front-line Employees

➤➤ **are Deaf**



 <p>Communications Interpreting</p> <p>NRCPD-registered BSL face-to-face /video relay, lip-speaking & remote captioning interpreting service</p>	 <p>Community & Care</p> <p>CQC-registered personal care, assistance and I:I support services</p>
 <p>Joint Ventures /Partnerships</p> <p>Business innovation and agreement framework partnerships</p>	 <p>Services & Projects</p> <p>Sensory Services, AD Hubs, Kickstart Scheme, Equipment Referral and Information & Advice Support</p>

AD's registered office is based in Leicester and the operations centre is Loughborough; due to digitalisation we have employees and services covering the East Midlands, Walsall, Worcestershire, Herefordshire, Oxfordshire & Brighton/Sussex.



Fundraising & Social Media Manager

Job Description

REPORTS TO:	Director of Finance & Operations
DEPARTMENT:	Finance & Operations
DIRECT REPORTS:	None
HOURS OF WORK:	Full time, 37 hours per week
SALARY:	Circa £35,000 depending on knowledge, skills & experience
LOCATION:	Home based with travel to the Loughborough office & other AD sites as and when required.

KEY RELATIONSHIPS

To maintain excellent relationships with:

- AD Chief Executive, Finance & Operations Manager and Executive Leadership / Management teams.
- All AD employees.
- External organisations, clients, donors and volunteers.

SCOPE

The role will focus on 3 key areas from both an operational and a strategic perspective:

Fundraising: Responsible for developing fundraising activities within the new fundraising strategy and sourcing funding for existing projects as well as new initiatives, including grant funds from lotteries, trusts and other sources and managing fundraising opportunities across various income streams - individual giving, community fundraising, corporate partnerships and legacy fundraising. Working with departmental managers to understand their funding requirements, regularly briefing them on funding opportunities and managing the process for sourcing funding where required.

Marketing: Responsible for the design and production of a wide variety of Action Deafness's publications along with overall responsibility for designing and implementing marketing campaigns for all services within AD and ensuring the brand is communicated.

Social Media: Responsible for maintaining and updating all the various social media accounts and measuring success in this area, ensuring all external communications through digital channels are planned and implemented as part of the wider communications strategy.



Fundraising & Social Media Manager

Job Description

RESPONSIBILITIES AND DUTIES

Fundraising:

- Provide management support for individual giving and community fundraising.
- Contribute to the development and management of high value and corporate partnerships.
- Project manage the funding application process, writing and editing applications and ensuring all deadlines are met.
- Manage and develop strong relationships between funders, ensuring they are kept fully informed.
- Monitor various sources of funding information, both individual and aggregate, identify and evaluate funding opportunities, and notify appropriate Department Managers and potential partners.
- Keep accurate and up to date records and statistics and create reports regarding funding.
- Use and create tools to supply evidence-based reporting to measure outcomes, impact and feedback.
- Maintain a holistic view of fundraising and to be actively involved in initiatives for fundraising.
- Contribute to and support the strategic planning and development of fundraising
- Keep on top of all administration and to be the first point of call for fundraising enquiries. Obtain feedback for unsuccessful applications and use this proactively.

Social Media:

- Maintain and update our social media accounts across all major social media platforms such as Twitter, Facebook, LinkedIn and any other accounts deemed necessary.
- Create, maintain and/or update information on the AD website.
- Regularly posting and scheduling content on Action Deafness's social media feeds in line with SLAs set.
- Work with others across the organisation to ensure that all content on our social media feeds aligns with organisational and specific project strategies.
- Produce regular reports on social media performance.
- Use Google Analytics (or similar) to produce reports on referrals to the Action Deafness website and conversions attributable to social content.
- Develop social media strategies to expand our reach and impact through social media channels.
- Identify key social influencers who we can engage with.
- Maintain a strong knowledge of developments, innovations, and new tech in social media and identify any that may be of benefit/interest to Action Deafness.

Marketing:

- Communicating the brand successfully to both internal and external audiences - keeping it central to all marketing initiatives.
- Create brand guidelines to be signed off by the CEO and then presented to all staff.
- Help contribute to the overall marketing and communications plan and support the wider marketing strategy.
- Prepare and present relevant campaign proposals for all relevant services.
- Responsible for traditional marketing publications alongside all digital channels.
- Design and create promotional / publicity materials for all AD departments and services and ensuring they remain up to date.
- Supporting and managing Social Media Strategy

General:

- Actively source and attend presentations to promote the organisation and its services.
- Attend meetings and be willing to travel as and when required; this could include evenings and weekends.
- Represent Action Deafness in external forums as agreed by your line manager.
- Abide by and promote the visions and values of the organisation through the observation and implementation of all company policies
- Undertake any other duties as reasonably required to do so.



Fundraising & Social Media Manager

Job Description

REQUIRED SKILLS

Essential:

- Experience in paid social media campaigns including monitoring and reporting.
- Experience in the execution of organic social media campaigns.
- Experience in online community growth.
- A track record of successful fundraising.
- Experience in partnership fundraising and relationship building.
- Excellent organisational and multitasking abilities with strong flexibility and adaptability skills.
- Outstanding communication and teamworking skills.
- Strong time management skills.
- Strong attention to detail.
- Well-developed interpersonal skills including the ability to communicate with a wide range of staff / volunteers and donors.
- Proficient in MS Office, particularly Excel.

Desirable:

- Deeper web development experience, SEO (Search Engine Optimisation).
- Longer copywriting skills / bid Writing experience.
- CMS Experience (Content Management System).
- Proven track record of exceeding targets.

REQUIRED COMPETENCIES

Core Competencies

Self-Awareness & Management

Definition:

Self-awareness is an understanding of your own emotions and how they impact on your own behaviour and/or the behaviour of others. It is also about understanding your own strengths and limitations.

Leadership & Management

Definition:

Leading, encouraging, inspiring and supporting others to develop confidence and capability to help them realise their full potential. Managing resources and holding others accountable.

Outcomes

- Understand the need to be strong and positive in the face of adversity but also recognise areas of one's own weaknesses and when to seek guidance and support.
 - Seek feedback and consider it carefully.
 - Look for appropriate opportunities to improve areas of weakness.
 - Manage emotions so as to minimise negative impact on others.
 - Consider approach at meetings to suit needs of others, rather than own preferences.
 - Demonstrate critical reflections of own practice and behaviour by regularly seeking feedback from peers and managers.
 - Highly self-motivated and able to work under own initiative and direction, as well as under guidance, to achieve stated objectives within the necessary timescales.
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- Communicate and gain stakeholder commitment to AD's vision in accordance with the corporate strategy.
 - Provide positive leadership traits and able to inspire and influence stakeholders.
 - Demonstrate personal integrity whilst dealing with colleagues and stakeholders.
 - Able to actively listen and influence others.
 - Continuously seek and/or encourage others to seek opportunities for different and innovative approaches to addressing organisational problems and opportunities.
 - Ensures Health and Safety guidelines are adhered to, to mitigate risk.



Fundraising & Social Media Manager



Job Description

Relationship Building & Team Working

Definition:

Building bonds with others to work collaboratively across organisational boundaries and using these to persuade or gain support to achieve positive outcomes and goals for Action Deafness.

Innovation & Flexibility

Definition:

The ability to formulate new ideas or to adapt or use existing ideas in a new or unexpected way to solve problems, and to think ahead to spot or create opportunities and maximise them.

- Demonstrate collaborative team working through integrity and behaviours.
 - Demonstrate positive and constructive collaboration between colleagues to contribute towards a positive team-working environment.
 - Identify relationships that are not strong, meet the individual(s) concerned to establish why and initiate actions to build and enhance the relationship(s).
 - Challenge others with respect and courtesy.
 - Create new opportunities for individuals to work together, break down barriers that may get in the way of effective team working. Challenge others to do the same.
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- Is innovative, proactive and solution-minded.
 - Is prepared to consider changes to own practices.
 - Responds to new ideas by discussing why they might work instead of telling others why they won't work.
 - Is willing to investigate options in depth, even when they are the ideas of others.
 - Works in a flexible and agile manner to meet the needs of members, clubs, coaches, volunteers, officials and colleagues.

ADDITIONAL INFORMATION

- The post holder must maintain the appropriate standard of confidentiality and comply with Action Deafness's Rules, Policies and Procedures.
- Personal circumstances must allow the candidate to work extended hours on occasions during times of peak activity including evenings and weekends.
- This Job Description may be subject to change at the discretion of Action Deafness and in accordance with business developments. Any changes will be communicated to and consulted with the post holder appropriately.

REQUIRED QUALIFICATIONS

- The post is offered subject to an acceptable Enhanced DBS disclosure.

TERMS AND CONDITIONS

This role is full time, 37 hours per week.

The salary for the role is £35k per annum.

We offer a range of benefits including:

- 23 days annual leave, plus Bank Holidays (increasing to 28 days with length of service).
- Company Sick Pay Scheme.
- Pension Scheme.
- Training & Development opportunities.
- Flexible/Hybrid working.



Fundraising & Social Media Manager



Job Description

HOW TO APPLY

We hope that the information provided has enabled you to make an informed decision about your application. Before you apply, please ensure you have read the Job Description in detail.

Applications should comprise a CV, including details of two referees.

Please also provide a supporting statement (no more than two sides of A4) outlining the reasons behind your application and why you think you have the right skills for the role.

Our diversity monitoring form (available on request) should also be completed and returned.

We positively welcome applications from deaf people and disabled people.

All applications should be emailed to: charlottejefferies@actiondeafness.org.uk

The closing date for applications is Monday 24th January 2022.

CONTACT

If you would like to arrange an informal discussion about the role / process, please contact Charlotte Jefferies, People Executive (HR) at charlottejefferies@actiondeafness.org.uk