

## Colostomy UK

We are hiring a:

### Fundraising & Communications Executive

- **Application:** CV and covering letter
- **Interview:** January
- **Start date:** January (but dependent on your notice period)

### About us

Colostomy UK is a national charity that offers support and advice to people who have had stoma surgery (ostomates) and to their friends, families and carers. Our projects empower ostomates to return to sports, hobbies and other activities after their surgery and give them the confidence to take on fresh challenges. We also advocate for ostomates' rights and are their voice on the bigger issues. Our campaigns raise awareness of 'life with a stoma' and encourage organisations to make their facilities more inclusive.

### Terms and conditions

**Job Title:** Fundraising & Communications Executive

**Start date:**

**Duration of contract:** Permanent – Full time

**Hours:** Monday to Friday 09:00 – 17:00

**Probation period:** Six months

**Salary:** £27,000

**Location:** Colostomy UK, 100 Berkshire Place, Winnersh, Wokingham, RG41 5NS.

After initial onboarding & training, you will be able to work remotely with occasional visits to the office in Reading.

**Holiday:** Up to 25 days' annual leave in addition to Bank Holidays

**Reporting to:** Fundraising Manager (Trusts & Corporates)

## The role

As Fundraising & Communications Executive you will have a pivotal role at Colostomy UK. Although you will report to our Fundraising Manager, you will also work closely with our marketing team, our Volunteers & Community Manager and our Writer & Editor.

Roughly 60% of your time will be spent researching and writing applications and developing case studies to funding bodies for grants. You will therefore need to be organised and methodical, have a good eye for detail and the ability to write in a formal, professional, yet compelling way. Being able to show initiative is vital, as is the ability to work independently.

Most of your remaining time will be spent engaging with our beneficiaries and managing the stewardship of our grassroots fundraisers and encouraging new people to fundraise for us. Amongst other things, this will require you to develop high-quality communications and funding ideas for our social media channels, website and print media. You will need to be a good team player, as this aspect of the role requires considerable collaboration with others.

## Core role responsibilities

- Support Fundraising Manager in the delivery of our stewardship initiatives inclusive of the project management of the fundraising aspects (i.e., donors database, communicating with fundraisers).
- Writing compelling case studies and applications for bids.
- Leading on individual supporter relationship management to encourage long-term, repeat giving. Managing the day-to-day engagement through all communication channels with our fundraisers and donors.
- Work with the Marketing & Social Media Executive to ensure fundraising is included in communications. Ensuring our website and social media channels are kept up to date with fundraising news and activities that inspire engagement and giving.
- Organise and host interesting activities and events in the community and digitally to significantly increase fundraising income.
- Work with our Volunteers & Community Manager and volunteers to raise the profile of the charity and our beneficiaries.
- Work closely with our Editor & Writer on content for our support magazine to help promote Colostomy UK through powerful case studies and images.
- Apply for relevant awards that will raise the profile of the charity.
- In collaboration with the Marketing & Campaigns team produce press releases when needed.
- Identify and share relevant media content on our platforms to attract media interest.
- Where needed represent the Charity at UK wide events (occasionally involving some evening/weekend working) .
- Collaborate with our Marketing & Social Media Executive to write our monthly email newsletter and ad hoc e-communications where needed.
- Build and maintain a database of endorsements.

- Maintain a keen understanding of trends affecting ostomates and make appropriate recommendations regarding communication/marketing strategy surrounding them.

## Personal Specification

	Essential	Desirable	Evidenced by
<b><u>Skills and qualifications</u></b>	<ul style="list-style-type: none"> <li>• GCSEs in English and Maths</li> <li>• A Level or equivalent in relevant subject, e.g. English, Journalism, History.</li> <li>• Previous involvement with applying for grants and funds.</li> <li>• Excellent written communication skills.</li> <li>• Good verbal communications skills.</li> <li>• Good research skills, including the ability to interview people.</li> <li>• Good attention to detail.</li> <li>• Highly organised and methodical.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree in relevant subject.</li> <li>• Experience of writing grant applications and funding requests to charitable trusts and foundations.</li> <li>• An understanding of legacy strategies and how to market them.</li> <li>• Experience of devising grassroots fundraising campaigns and strategies within a charity.</li> </ul>	<ul style="list-style-type: none"> <li>• CV and qualifications certificates.</li> <li>• CV, covering letter, interview and exercise.</li> </ul>
<b><u>Technical</u></b>	<ul style="list-style-type: none"> <li>• Proficient in Microsoft Office applications,</li> </ul>	<ul style="list-style-type: none"> <li>• Conversant in the use of image</li> </ul>	<ul style="list-style-type: none"> <li>• CV and interview.</li> </ul>

	<p>Word Press, Mail Chimp and Adobe Cloud.</p> <ul style="list-style-type: none"> <li>• Proficient using a CRM database.</li> <li>• Sound knowledge and experience of social media (including experience creating text, image and video content).</li> </ul>	<p>manipulation software.</p> <ul style="list-style-type: none"> <li>• Ability to load and change website content.</li> <li>• Knowledge of SEO.</li> </ul>	
<b><u>Personal Qualities</u></b>	<ul style="list-style-type: none"> <li>• Reliable.</li> <li>• Team player.</li> <li>• Able to work independently and using own initiative.</li> <li>• Friendly and approachable.</li> </ul>		<ul style="list-style-type: none"> <li>• CV and interview.</li> </ul>

## Rights to work in the United Kingdom

Applicants must be eligible to work legally in the United Kingdom. The successful applicant will be asked to evidence their right to work in the UK before being formally offered the role. If you do not have the right to work in the UK, we will not consider you for this role. If you are uncertain about your eligibility to work in the UK, you are encouraged to contact the UK Borders Agency.  
<http://www.ukba.homeoffice.gov.uk/visas-immigration/working/>

## DBS checks

All applicants will be subject to a criminal record check from the Disclosure & Barring Service (DBS) before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.