



Fundraising & Communications Manager

Job grading/salary scale: 4 (£29,307-33,920)

Hours of work: 28 hours per week

Reporting to: Head of Development

Responsible for: Communications Executive

Location: Central Bristol office, with flexible home working approach

Frank Water is an international development charity and wholly owned trading subsidiary, working domestically in the UK as well as overseas, with a vision of a future where everyone, everywhere has access to resilient water resources for generations to come.

Since 2005, the charity has provided safe water, sanitation and good hygiene to over 492,800 people in 711 communities in India and Nepal. In the UK, the organisation works to educate and inspire people to change their behaviour and adopt a more sustainable approach to water.

The Fundraising & Communications Manager is an exciting new role that aims to build on the strong brand of Frank Water, delivering an integrated communications strategy, providing fresh, powerful narratives to encourage donations, engagement and support, whilst directly growing the organisation's unrestricted income by using their expertise to deliver the individual giving and appeals strategy.

Reporting to the Head of Development, the Fundraising & Communications Manager will work closely with the Programme & Funding Manager, Corporate Partnerships Manager and Commercial Manager and manage junior fundraising and communications staff.

Purpose:

The Fundraising & Communications Manager will;

- Lead and deliver the individual giving and legacies strategy
- Lead and deliver at least two fundraising appeals per year
- Deliver and implement the integrated communications strategy which includes thought leadership and brand development whilst communicating impact, commercial and fundraising opportunities
- Lead in creating and maintaining appropriate & consistent language & terminology across all media
- Maintain and develop the Frank Water website
- Increase the organisation's profile across all media

About the candidate:

The ideal candidate will have experience in unrestricted income generation and communications. You will be a skilled communicator with a track record in acquiring, retaining and developing individual donors. You will have experience in developing and delivering unrestricted fundraising appeals, through integrated communications to enable increased impact for the marginalised communities we work with. You are a natural relationship manager with high emotional intelligence and a proven track record of managing a small team with a professional, enabling style.



You will be proactive, organised, and an excellent communicator with strong attention to detail. You will have proven your communications skills and have a gift for quickly building strong working relationships with internal and external stakeholders. You are self-motivated, tenacious, and solutions focussed.

It is essential you're passionate about bringing safe water to communities for generations to come and you will be keen to develop an understanding of all aspects of our work. You are able to travel throughout the UK when required to meet donors and partners. There may be opportunities to visit our projects overseas and you will be comfortable to travel for up to two weeks at a time when these opportunities arise.

Key responsibilities and duties:

Fundraising

- Lead and deliver 2+ annual appeals
- Lead on the acquisition, retention and development of individual donors, supporting the development and implementing the overarching Individual Giving fundraising strategy and Legacy strategy
- Lead on the donor journey, establishing stewardship and recognition plans
- Deliver and develop supporter journeys and implement a stewardship plan for our individual and legacy donors
- Represent Frank Water externally to supporters and donors, and at events, when required
- Manage annual appeal and individual giving income generation budget, including monthly and quarterly re-forecasting

Communications

- Support the Head of Development in developing and implementing the communications strategy
- Develop the charity brand, creating powerful narratives and messaging that captures hearts and minds of supporters and stakeholders and clearly communicates our mission and impact.
- Deliver monthly e-newsletters (tailored and segmented to reach different audiences according to content).
- Produce creative, on-brand communications materials for everyday use. e.g. general flyers, thank you cards, business cards.
- Manage and maintain the value and integrity of the Frank Water brand as used by our partners and our own team to ensure consistency across all internal and external communications.
- Maintain and develop the Frank Water website to succinctly explain our groundbreaking programmes both overseas and in the UK, demonstrate our innovative approach, increase online donations and sales and ensure the user experience is smooth and effective.
- Support the Communications Executive in increasing the organisation's profile across all media.
- Manage annual communication and marketing budget, including monthly and quarterly re-forecasting



Person Specification

Essential:

- A proven track record in securing 4 and 5 figure gifts and significant income generation
- At least two years experience in a senior fundraising position
- At least two years communications experience
- Experience using and managing donor databases
- Experience managing social media and a brand's online and offline media presence
- Experience in website management
- An inspiring and empathetic manager
- The ability to think creatively and strategically
- A proven ability to prioritise workload and meet deadlines
- Excellent presentation and written communication skills
- Excellent oral communication skills with a high degree of diplomacy, tact and confidence, both internally and externally
- Being an excellent team player who can work on your own initiative to plan and manage your workload

Desirable:

- Attention to detail in every area of your work
- Ability to develop strong relationships both internally and externally
- Willingness and ability to work within a small organisation within a predominantly part time staff team operating from an open-plan office environment.
- Willingness to 'get stuck in' as well as manage the team.
- Experience in the international development sector
- Knowledge of fundraising trends

To apply, please send a CV and covering letter outlining why you wish to be considered for this role, with the email subject: Fundraising & Communications Manager to hr@frankwater.com by **10am on Monday 16th January.**

Applications will be assessed upon receipt and we reserve the right to interview and appoint prior to the closing date. An early application is therefore strongly advised.