

HEAD OF FUNDRAISING & COMMUNICATIONS TINY TICKERS

Contract: Permanent
Hours: 28 hours per week (negotiable if needed), flexible days/times
Salary: £36,000 pro rata
Location: Home working from within the UK, occasional travel required

INTRODUCTION

Tiny Tickers helps give babies with congenital heart disease (CHD) a better start in life – by improving detection rates, training medical staff, funding medical equipment, raising awareness, and providing information and support to families. We're a small national charity with big ambitions. We have a proud track record and are continually growing our impact across the UK.

We're recruiting a Head of Fundraising & Communications to oversee all income generation and external communications for the charity – ensuring we have the resources to do even more to help babies with CHD, their families, and health professionals who care for them.

It's a fantastic opportunity for a skilled, motivated and experienced individual to take on a flexible role that will make a real difference to our ability to help babies with serious heart conditions and their families.

This position is line manager to three members of our staff team and works closely with key volunteers and external providers. The role reports to our Chief Executive and is integral to our small team. All our roles are homeworking, with our eight staff based across the UK.

ROLE AND RESPONSIBILITIES

Key responsibilities will include:

- Developing and leading an income generation strategy for Tiny Tickers, ensuring diverse income streams, financial growth and sustainability.
- Developing and leading an external communications strategy for Tiny Tickers, which raises our profile and engages our beneficiaries, supporters, funders and external stakeholders.
- Reporting to the Chief Executive and Board of Trustees on all fundraising and communications activity.
- Overseeing relevant budgets, regularly reporting against progress.
- With the senior management team, providing support to the Chief Executive of a range of functions.

- Managing and supporting the fundraising and communications staff, ensuring targets are met and individuals are developed.
- Identifying key targets for income generation from Trusts and Foundations, and leading application processes.
- Providing stewardship for major donors and key fundraisers, and identifying prospective future high value donors.
- Overseeing the continued growth of a range of income streams, including individual giving, events, community, corporate, in memorium and legacy.
- Overseeing and managing all external communications activity, including our social media channels, email newsletters and website.
- Identifying and developing key strategic partnerships.
- Overseeing and maintaining our Salesforce database of supporters.
- Keeping abreast of all fundraising and communications trends within the sector, including regular competitor analysis.

PERSON SPECIFICATION

Our ideal candidate is someone with **bags of enthusiasm, a strong work ethic and a friendly and trustworthy attitude**. Someone who can slot into our small staff team and show a **commitment to our cause, and empathy with our beneficiaries**. These are the most important attributes.

We'd expect candidates to:

- Have suitable experience and to be able to demonstrate their excellent performance in relevant roles in other charitable organisations.
- Have a track record of securing significant grants from trusts and foundations, corporate supporters, and/or major donors.
- Have familiarity of fundraising using a diverse range of income streams.
- Have experience of relevant communications work, including on social media channels and websites.
- Have experience of financial management and monitoring.
- Have experience of developing long-term strategies, and of project planning and evaluation.
- Be a creative thinker who can spot opportunities, analyse risks and make decisions.
- Be a team player who can develop excellent relationships with colleagues, line reports, external contacts and our supporters and beneficiaries.
- Have an understanding of the law relating to fundraising and data protection.
- Be honest and reliable.
- Have top notch organisational and administrative skills.
- Have excellent verbal and written communication.
- Be capable of working as an individual, and as part of a team – using your own initiative when appropriate and also seeking guidance when needed.

- Have the ability to multi-task, working on a number of projects at the same time.
- Be able to work from home, managing priorities and self-motivating.
- Have strong computer skills.
- Have the willingness to travel within the UK to attend meetings or events on occasion.

And the cherry on the top would be if you also have one or more of these:

- Experience of working with Salesforce, Stripe, Donorbox, WordPress, Mailchimp and a variety of fundraising platforms.
- A knowledge of congenital heart defects.

This job description is not exhaustive and other responsibilities may be agreed as appropriate.

THE RECRUITMENT PROCESS

We are committed to working towards ensuring Tiny Tickers is a diverse and inclusive organisation, and we welcome applications from anyone regardless of race, age, gender, ethnicity, sexual orientation, faith or disability.

We will be following these principles in our recruitment process:

- Candidates who are invited for interview will be sent interview questions in advance. We believe this gives you the best chance of showing your true self at interview.
- All reasonable adjustments will be made during the application and interview process for candidates as required.

We will be holding interviews once the application period is complete.

HOW TO APPLY

If you'd like to join our team, please email your CV and a supporting statement to jobs@tinytickers.org. Your supporting statement should be no longer than two sides of A4, and should include answers to the following three questions:

1. Why are you interested in this role?
2. Which criteria in the personal specification do you feel particularly well-matched with, and why?
3. Describe an achievement that you are particularly proud of. It can be from your aspect of your life including, if you wish, your experience of work, education or volunteering.

If you wish to have an informal discussion about the role prior to applying, please email Jon Arnold, our chief executive, via jon@tinytickers.org.

The deadline for applications is the end of Friday, May 26th, 2023. We'd love to hear from you. Thank you for your interest!