

Job Description – Head of Fundraising, Communications and Communities

Job title:	Head of Fundraising, Communications and Communities
Reports to:	Chief Executive
Direct Reports:	Individual Giving Fundraiser, Corporate Fundraiser, Fundraising Assistant, Events Consultant and Grants & Trusts Consultant.
Hours:	Full Time (36 hours per week) to Part Time (28 hours per week)
Salary:	£53,000 (pro-rata for Part Time).
Contract:	Permanent
Leave:	26 days per annum plus bank holidays (pro-rata for Part Time)
Pension:	5% employer contribution

Jimmy's Cambridge

At Jimmy's Cambridge we have a thirty-one-year history of providing accommodation and 24/7 wrap around support to the city's most vulnerable people. We work across the city at multiple sites, including our assessment centre, complex needs hostel, move on houses and modular homes. Our residents come first, always. We learn, develop and grow, expanding our experience and knowledge through qualifications, training and development, including research and collaboration with others. We have no issue in challenging the status quo and we will speak out against poor practice and policy making when it comes to individuals experiencing homelessness. We are courageous in our approach.

We recruit based on people, as much as we meet people who need us, where they are, likewise our staff come to us as individuals. We recruit for values, not for lengthy CVs written with the help of AI!

Our values are at the heart of everything we do:

- Treating people with **respect**
- **Accepting** people as they are
- Believing in **opportunities for everyone**
- Behaving with **integrity**

Purpose of the Role

This essential role is responsible and accountable for ambitious fundraising targets, partnerships, communications across Jimmy's.

Reporting directly to the Chief Executive, you will use your creativity, experience, and expertise to engage and energise local communities, businesses and other stakeholders in supporting Jimmy's through creative campaigns, fundraising, appeals, raising awareness of what it means to sleep rough and be homeless, and of the work that Jimmy's does to support people.

The role will provide support and line management to the Individual Giving Fundraiser, Corporate Fundraiser, Fundraising Assistant, Events Consultant and Grants & Trusts Consultant. In addition, a timely growth of the team is expected.

Key Responsibilities

- Be an active member of Jimmy's Senior Leadership Team, demonstrating exemplary leadership across the organisation, helping to guide and shape our success and future.
- Be responsible for an overarching fundraising target income of in excess of £700,000 per year. This target will be reviewed annually with an aspiration to meet £1m very soon.
- Lead the drive for donations of consumables, ensuring the ask matches the need, in close communication with operational and service support staff.
- Working with the team, identify, build and sustain relationships with key stakeholders such as local community groups, faith groups, major donors and individuals, on behalf of Jimmy's.
- Grow significant corporate partnerships that yield donations through charity of the year status and other ongoing programmes with results across income, employer supported volunteering offers and more.
- Manage the ongoing trusts and grants programme.
- Reignite Legacies, ensuring the legacy ask is attractive, accessible and secure.
- Ensure all current stakeholders and supporters are properly stewarded and communicated with, and that they receive relevant information about the impact of their existing support and maximising opportunities for further support.
- Working with the team, track our relationships and the support we receive through CRMs ensuring all donor activity is recorded safely and appropriately to enable Jimmy's to develop donor pathways and maximise support and donations.
- Lead on engaging and innovative communications activity - both online and offline - to maximise our reach with local and neighbouring communities, maintaining Jimmy's profile as one of Cambridge's leading providers of both support and accommodation to people who are rough sleeping.
- Co-ordinate and assist in the writing of monthly newsletters, annual reports/documents
- Have oversight of the development and management of the website and all social media
- Support colleagues in the identification of and production of case studies, telling personal stories using methods which are comfortable for the individual sharing, and will have impact and create resonance. Shape existing personal stories and feedback for sharing in public domain, ensuring proper consent is given.
- Manage and enable the team to successfully deliver, develop and maximise the impact of

communications, including presenting information in a way that is easy to understand.

- Build a knowledge of Cambridge, its people, communities, business, tourism, education, and more, in order to understand how this links with the work of Jimmy's.
- Oversee, maintain and grow relationships with key media outlets. Compose and distribute press releases and liaise with contacts to achieve positive coverage of the charity's news, developments and income generation activities.
- Maintain a high professional standard, keep abreast of relevant issues and continue to further personal and professional development.
- Delegate appropriate responsibilities to colleagues and empower them in moving internal and external communications forward, for the benefit of the charity.
- Research and identify new audiences who may wish to support Jimmy's.
- Manage the change in how we adapt, grow and maintain support across communities in a post-pandemic/cost of living crisis society.
- Ensure Jimmy's complies with all regulations and best practices in relation to charity fundraising and communications
- Contribute to the delivery of Jimmy's mission and champion its core values.

This list of responsibilities is neither exclusive nor exhaustive as the post holder may be required to undertake other duties and responsibilities commensurate with the nature of this role.

Person Specification

- A proven track record of income generation within the charity sector
- A proven track record of developing and growing social media presence and following for a charitable organisation
- A proven track record of successfully developing and leading innovative communications campaigns (both off and online)
- Creative thinker and problem solver – willing to think outside of the box to reach currently disengaged communities
- An excellent networker, capable of developing and cultivating relationships with people from a wide variety of backgrounds
- Great interpersonal skills and the ability to communicate confidently and create meaningful relationships with senior colleagues, stakeholders, partners, current/potential donors et.al

- Ability to craft compelling communications stories – written, multimedia and face to face
- An entrepreneurial, proactive, and delivery-focussed approach to your work, with drive and motivation towards the achievement of targets
- A track record of managing and leading a team of individuals to support implementation of dynamic campaigns. Ensure that all team members meet required targets
- Ability to manage multiple, competing demands while also being flexible and adapting to the changing needs and priorities of Jimmy’s

Working Hours

- The working hours for this post are 36 hours per week flexibly within the working week - Monday to Friday. The post holder may on occasions be required to work some hours flexibly to meet the needs of the organisation.
- We are a family friendly employer, and can accommodate school drop off / collections. How you choose to work your 36 hours a week is largely down to you.