

Organisation:	At the Mustard Tree we are passionate that every individual has the opportunity to thrive. Our vision is to develop the work we do in Reading, identifying unmet needs and innovating and growing projects which support individuals who are marginalised and facing disadvantage. Delivering high impact services to some of Reading's most underrepresented people. As a charity with a Christian ethos the projects we generate are inspired by our faith. Therefore, they are designed to serve all sections of our diverse community.
Role:	Fundraising and Communications Manager
Hours:	One year fixed term contract. 28 hours a week (including some out of office and occasional out of office hours working)
Salary:	£33,960 - £38,245 FTE depending on experience
Key Tasks:	You will be responsible for developing and implementing fundraising strategies, writing bids, managing donor relationships, and overseeing all communication to promote our charity and its projects.
Reports to:	CEO

ROLE DESCRIPTION

Values and Vision

- To be able to clearly communicate and demonstrate the values, vision and ethos of the charity.
- Attend regular staff prayer and devotional times.

Fundraising

- Develop and deliver diverse fundraising strategies to meet the charities goals and objectives and to ensure it is resilient and sustainable.
- Write grant applications and contract tenders.
- Identify and cultivate relationships with potential donors, sponsors, and partners to secure financial support for the charity.
- Plan and coordinate fundraising events, campaigns, and initiatives, including donor stewardship.
- Manage donor databases and mailing lists.
- Track ongoing funding opportunities, reporting deadlines and ensure accurate and timely record-keeping and reporting in accordance with any funder requirements.
- Monitor and evaluate the effectiveness of fundraising initiatives and adjust strategies as needed to optimise results.
- Provide regular reports and updates on fundraising progress, donor engagement, and communication activities to the CEO and Trustees.
- Prepare reports for external stakeholders.

Communication

- Create compelling messaging and materials to increase awareness of the charity's projects, and to promote fundraising efforts and volunteer recruitment.
- Produce regular mailings including prayer and news bulletins for our supporters and service users.
- Oversee the design and implementation of campaigns across various channels, including websites, social media, and traditional media outlets.
- Represent the charity at networking events, and VCS meetings to increase visibility and support.
- Work with local churches and faith organisations to build support for the charity. Including speaking at church services and leading prayer meetings.

Development

- Keep informed about emerging trends, best practice, and innovations in fundraising and communications. Apply these learnings to enhance delivery.
- Build a team of volunteers to support fundraising and communications activities.

PERSONAL CHARACTERISTICS

The Fundraising and Communications Manager should demonstrate the following values:

- **Integrity** - Trustworthy, honest and transparent in all areas. Ensures their own behaviour and that of the team is consistent with the ethos of The Mustard Tree.
- **Compassion** - Practices empathy. Understands the needs of our service users and partners.
- **Innovation** - Demonstrates creativity and works strategically to develop practical solutions.
- **Professionalism** - An effective communicator. Uses time and resources intelligently and is responsive to varying and changing needs.
- **Inclusivity** - Celebrates diversity and works collaboratively.

EXPERIENCE & QUALIFICATIONS

Essential:

- Ability to communicate the values, vision and ethos of the charity.
- 2 years' experience of fundraising and communications preferably in the not-for-profit sector
- Demonstrable success in obtaining grants or contracts.
- Proven ability to build and maintain relationships with diverse stakeholders, including statutory and grant funders, individual donors, faith communities, businesses, delivery partners, volunteers, and community members.
- Confident using Microsoft Office and experience of managing website content through a CMS platform such as WordPress.
- Experience of social media management.
- An understanding of the barriers and challenges our service users face.

Desirable:

- Knowledge/experience of monitoring and evaluation techniques, and experience preparing reports for internal and external stakeholders.
- Experience in public speaking.
- Experience of working with volunteer fundraising teams.

FOR THIS ROLE YOU WILL NEED:

To have a DBS Enhanced Disclosure through The Mustard Tree, or a portable DBS.

Citizenship of the UK or Ireland, settled or pre-settled status under the EU settlement scheme or for non-EEA Nationals, Indefinite Leave to Remain in the UK.