

## Job Description

### Communications and Fundraising Co-ordinator

**Employer: Home-Start Reading**

**Hours of work: 20 hours per week (flexible)**

**Salary (FTE): NJC Scales 13-15 (£22,021 - £22,911)**

**Contract type – fixed term contract initially 12 months (extension subject to funding)**

#### **Background:**

Home-Start Reading is an independent charity and part of a network of over 250 Home-Start schemes across the UK. We have been providing free, non-judgmental and gentle support to Reading based families since 1984. Our work adapts to the needs of local families and with the funding available to us; but helping families to feel more confident and independent is at the heart of everything we do. We are committed to safeguarding and promoting the welfare of children, young people and adults at risk.

We support on average 100 local families every year who are, in the main, dealing with health and mental health issues as well as a variety of social stresses. We do this by way of targeted projects (e.g. family groups, school readiness), or by our *main core work*, which is where we recruit, train and supervise volunteers with parenting experience to provide emotional support (e.g. listening) and practical support (e.g. positive role modelling) to families on a weekly basis in their homes. We remain the only charity in Reading that specialises in providing a trained volunteer home-visiting service.

Our small and supportive team of staff work closely together and, as a local charity, fundraising and communications are vital to maintaining and developing our services. This new role will be an opportunity to bring your skills, experience, insight and passion to publicise our work and generate more income.

If you are enthusiastic about using your fundraising and communications skills to improve the lives of families in Reading, we want to hear from you.

#### **Purpose of role:**

To contribute to the effective day to day operation of Home Start Reading in accordance with the Home Start Memorandum and Articles of Association, Home Start Standards and Methods of Practice, Home Start Agreement and Quality Standards.

To be proactive in raising the profile of Home-Start Reading, the work we do and the resulting outcomes for local families. To make positive contacts within the local community, regionally and nationally with a view to raising funds.

## **Main responsibilities**

**Raise public awareness of Home-Start Reading, by promoting its work, ethos and practice**

**Produce a wide range of communication and marketing materials to raise awareness of the services provided by Home Start Reading**

**Network with local groups, businesses and companies to raise our profile and identify potential funding opportunities**

**Create, plan and deliver innovative community fund raising events**

**Identify, build and maintain relationships with prospective, current and previous volunteers and funders**

**Play an active role in the scheme's fundraising sub-committee**

**Support the development and maintenance of the website, and produce regular news bulletins**

**Use social media and digital resources to support fund raising and to promote Home-Start Reading's work**

**Assist in the production of publications, documents and reports for funders, partners and the Trustees Board**

## **PERSON SPECIFICATION**

### **Essential criteria**

**Proven experience of team working**

**Ability to communicate effectively by telephone, in writing, by email and in person, with a good command of written and oral English**

**Ability to write concise, persuasive text for a range of audiences**

**Numerate, with an understanding of the principles of budgeting**

**Effective digital skills and proficiency in using Microsoft Office**

**Ability to work independently to an agreed plan and targets, as well as working co-operatively in a small team**

**Ability to prioritise own workload, work on own initiative**

**Good standard of education (minimum A level or equivalent)**

**Good time management and organisational skills, with ability to meet deadlines**

**Understanding of the need for privacy and data confidentiality**

**Experience of using social media to support fundraising and raise awareness**

<b>Desirable criteria</b>
<b>Experience of developing relationships with local businesses</b>
<b>Experience of delivering public presentations</b>
<b>Experience of work in the voluntary sector or as a volunteer</b>