



Job Description – Communications & Fundraising Officer

Job Title: Communications & Fundraising Officer

Responsible to: General Manager

Responsible for: N/A

Location: Tynecastle Stadium, Gorgie Road, Edinburgh, EH11 2NL

Contract: 11 month contract (Maternity Cover). Starting 4th January 2017.

Hours: 37.5 hours per week, Monday to Friday (some evening and weekend working will be required)

Salary: £20,500

Other terms: 3% pension contribution starting 3 months after the formal start date. 26 days annual leave plus 4 days public holidays.

Organisation Profile:

This is an exciting opportunity to join a small, thriving charity with a big plan to help families in need. Big Hearts Community Trust (Big Hearts) is the official charity partner of Heart of Midlothian

Football Club. Following a refocus of the charity's purpose and ambition last year, Big Hearts is dedicated to delivering a new and ambitious programme of targeted support for families in need across Edinburgh and surrounding areas.

Purpose of Role:

In this exciting new role you will develop and deliver strategic communications and fundraising activities targeted to our key audiences.

The aim of this work is to:

- Raise awareness of Big Hearts as a charity dedicated to supporting families in need across Edinburgh and surrounding areas.
- Promote the positive impact of projects being delivered/supported by Big Hearts in the community.
- Generate the recruitment and support ongoing management of a strong network of Big Hearts volunteers.
- Support the delivery and promotion of all fundraising activities/events and the recognition of funders/fundraisers.

You will be a first rate communicator with a proven track record of delivering effective communications across the 'mix' – including marketing, PR, digital and social media. You will also have experience of managing fundraising events and producing compelling funding proposals.

A varied and busy role, you will have experience in working on a number of projects simultaneously and the ability to work under pressure.

This is the perfect role for someone with experience within communications and fundraising events who has the ambition to build a successful and varied career in the charity/football sector.

Key roles and responsibilities:

- Developing and delivering integrated communications campaigns across PR, advertising, direct marketing, digital and social media
- Developing and managing content across all digital and social media platforms
- Writing press releases, organising press calls, responding to media enquiries
- Maintaining and growing the Trust's supporter database
- Overseeing the design, production and copy-writing of all print material
- Maintaining a database photos, case studies and research/evidence to promote our work
- Supporting a range of fundraising events – whether our own events or external fundraising initiatives
- Recruiting and managing a network of volunteer fundraisers
- Building effective proposals and delivering strong presentations to potential funders
- Responding to general enquires and acknowledging one-off donations
- Other ad hoc duties when required

Key skills and competencies:

- Excellent written skills with the ability to produce concise and creative content
- Educated to degree level, preferably communications related
- Experience of working in a communications environment
- Demonstrable ability to plan and prioritise own workload
- Excellent communication and presentation skills required to build relationships with existing and potential supporters/funders
- Ability to demonstrate initiative and work well under pressure
- Ability to understand and generate budgets
- Ability and willingness to travel for work
- Willingness to work occasional evenings and weekends as required

Interested candidates should send a CV and covering letter explaining how you meet the role profile to communications@bighearts.org.uk

Closing date: 5pm on Wednesday 19th October

Interviews: Wednesday 9th November or Thursday 10th November