

MK Food Bank Role Profile



Job Title: Fundraising and Communications Co-ordinator

Salary: £20,000 FTE

Hours: Flexible 25 - 37.5

Contract type: Permanent

Working hours: Monday – Friday approximately 09:00 – 17:00 with 30 minutes unpaid lunch break. There is some flexibility within these hours. There may occasionally be a requirement for flexibility and extra hours in the evening or at weekends. If this is the case, we will give as much notice as possible and time off in lieu to compensate.

Reporting to: Operations Manager

Responsible for: No direct line management. Occasional deputising for Operations Manager (absences of two weeks or more)

Location: Based at 14 Burners Lane with regular visits to represent the Food Bank at serving centres, and attendance at community and networking events.

Overview

The Fundraising and Communications Co-ordinator is an exciting new opportunity to work at the very heart of MK Food Bank. You will work closely with the Operations Manager, supporting on the fundraising strategy and delivering on all aspects of fundraising. Working to an annual fundraising target, you will identify grant and funding opportunities, write applications and reports, and develop, recruit for and lead a new volunteer Fundraising Sub-Committee, who will research and deliver fundraising opportunities. You will also contribute to the development, delivery and evaluation of a new communications and community engagement plan that will both support the fundraising strategy and increase donations; and raise the profile and reputation of MK Food Bank among supporters and people in need. Using your innovative and creative approach, you'll design and deliver a series of campaigns, produce fresh and forward-thinking content, and use a range of channels to deliver messages with impact.

Key Duties

Fundraising

- Research grants and funding opportunities, write and prepare applications and complete subsequent reporting swiftly and accurately
- Develop and increase our supporter base, through individual, corporate and community group giving, crowdfunding and legacies.

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- Design, recruit and lead a new Fundraising Sub-committee, consisting of volunteers who will identify and undertake community fundraising opportunities, events and activities. Create guidelines and materials and chair regular meetings to guide and motivate.
- Develop a new CRM supporter database and mailing list

Communications and community engagement

- Support and contribute to the development and delivery of an annual communications plan and content calendar
- Manage the day-to-day running of our social media channels (Facebook, Instagram, Twitter, LinkedIn), generating and sharing content, and responding to public enquiries through these channels.
- Contribute to the development of design and content for a new website project, conducting interviews, writing stories and case studies and capturing images and video to tell stories and increase impact. Thereafter maintain the website, ensuring content is clear, relevant and consistent.
- Identify opportunities for publicity eg through local media, radio and networking groups

Campaigns, Events and Engagement

- Design, deliver and evaluate a range of campaigns – both to generate donations of food and money, and to raise awareness of our services among the community.
- Lead on the planning and delivery of face to face and online events including the annual conference for volunteers and supporters, and meet and greet/guided tours for our Back-a-Rack sponsors. Campaigns and Events will be supported by the Business Support and Volunteer Co-ordinator.
- Develop and deliver specific community engagement activity, liaising closely with community groups and other charities to increase awareness and use of the Food Bank by harder-to-reach communities, such as the elderly, disabled adults and communities from other countries.
- Create communications and promotional material using design software, ensuring brand guidelines are adhered to.

Other

- Occasional deputising for Operations Manager during absences of two weeks or more. This will involve representation at key meetings, some casework decision making and premises management responsibilities
- Cover for Business Support and Volunteer Co-ordinator during absence, to include volunteer shift co-ordination, warehouse briefing and logistics planning
- Occasional lunch and absence cover for the Helpline
- Undertake ad hoc warehouse and any other duties as requested by the Operations Manager.

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Person Specification

Key skills

We need a person who:

- Is digital-savvy, with a strong background and interest in websites, social media and digital networking and who is brimming with ideas to make us stand out of the crowd
- Has excellent written and verbal communication skills, with a creative writing style and an eye for design, who can capture the work of the Food Bank and paint a picture for supporters to invest in.
- Is diligent and thorough with attention to detail
- Has an enthusiastic attitude towards motivating and recruiting volunteers to fundraise
- Is passionate about the work that we do and understands the need for our organisation.
- Is highly computer literate, with proficiency in Microsoft Office applications, WordPress, social media channels and design software.
- Has a flexible and can do attitude and is willing to muck in with anything that needs doing
- Has a great track record of timekeeping and attendance

Essential criteria:

- Minimum of 1 year proven experience in the fields of digital communications, social media and websites (especially Wordpress), and/or campaigns and events. This can be in a work field, an education setting or in a voluntary capacity
- Ability to demonstrate experience and understanding of charity funding especially grants
- Evidence of prioritising a busy workload, and working without close supervision
- Good IT skills including the ability to use Microsoft applications and design software, and to learn unfamiliar packages quickly and effectively

Desirable:

- Experience of working in the charity sector
- Experience of working as part of a diverse, large team, especially including volunteers
- Design experience, photography and/or videography

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