



Post: Head of Fundraising, PR and marketing

Reporting to: CEO

Hours: Up to 37.5 hours per week (Open to part-time working)

Salary: c. £36,000 pa (pro rata for part-time)

Base: Wales, office based or homeworking with regular meetings at our base in Pembrokeshire

JOB PURPOSE

To develop, implement and lead income generation and marketing strategies within Sandy Bear; to enable the charity to have the resources it needs to support children, young people and families in the lead up to and following a bereavement wherever they may reside within Wales.

Sandy Bear provide Support Services across Wales providing a range of responses including:

- Telephone support and face to face support for families either pre-bereavement, in the immediate aftermath of a death or in the longer term.
- Peer Support groups for children and young people, and parent/carer sessions.
- Liaison with schools and other staff working with children and young people to ensure support is available.
- Collaborative working with other agencies to provide bereavement support across Wales.
- Bereavement support training to external agencies in addition to our own volunteers and staff.

The ethos of Sandy Bear Children's Bereavement Charity is:

- To provide support that encourages open communication within the family, both pre and post bereavement, and fosters resilience in bereaved children and young people.
- To provide information for bereaved families about grief and help them understand some of the feelings they may experience.
- To find ways of remembering the person who has died, whilst coping with the challenge of adjusting to living a changed life.
- To provide families with the opportunity to meet others with similar experiences in a safe, non-threatening environment.



PRINCIPAL RESPONSIBILITIES

- To develop, deliver and lead fundraising across the organisation that complies with charity commission and fundraising regulation guidelines.
- Take existing fundraising and marketing and elevate this to the next level to increase our brand awareness, and income to enable us to grow our delivery across the country.
- To lead and motivate the team of volunteers and staff engaging in fundraising activity and work with the wider team to provide support with larger events, contracted or commissioned tenders and applications, and broader volunteer development and service delivery activity.
- To explore, develop and plan implementation of different sources of income including, but not limited to Community fundraising, corporate support, Individual and regular giving, trusts and foundations, legacies, events, lottery; and other opportunities as they present themselves and capacity allows.
- Ensure that we have compelling cases studies for support, images, and quotes to be used to promote our work in printed and online materials as part of a structured and planned PR and marketing plan.
- To travel, where necessary, to support fundraising, marketing, and other events around Wales and occasionally UK wide, as well as regular meetings with colleagues at our base in West Wales.

GENERAL TERMS AND CONDITIONS

Equal Opportunity

All employees must comply with Sandy Bear's Equal Opportunity Policy and must not discriminate on the grounds of race, colour, nationality, ethnic or national grounds, sex, marital status, disability, or any other grounds which cannot be shown to be justifiable.

Health and Safety

All employees are subject to the requirements of the Health & Safety at Work Act. The post holder is required to ensure that his/her work methods do not endanger themselves or others.

Data Protection/Confidentiality

All employees are subject to the requirements of the Data Protection Act 2018 and must maintain strict confidentiality in respect of client and staff records and information.

Variation

This job profile is not intended to be a complete list of duties and responsibilities but as a guide for information and may be reviewed in the light of evolving needs and as part of an individual's personal development plan. Any changes will be made following discussion with the post holder.



PERSON SPECIFICATION

REQUIREMENTS	ESSENTIAL	DESIRABLE
EDUCATION, TRAINING AND DEVELOPMENT	<ul style="list-style-type: none"> • Educated to degree level or demonstrable by experience. • Significant experience of fundraising across multiple income streams in a professional capacity 	<ul style="list-style-type: none"> • A recognised fundraising qualification or demonstrable experience.
KNOWLEDGE / EXPERIENCE	<ul style="list-style-type: none"> • Experience of fundraising across one or more disciplines (Community, Corporate, events, virtual/crowdfunding, legacies, grants and trusts, Individual giving) • Experience of working in an office environment as well as remotely. • Knowledge of the challenges and opportunities within the voluntary sector. • An understanding of legislation relating to charities and to fundraising. • Experience of managing volunteers and staff within a fundraising environment 	<ul style="list-style-type: none"> • An understanding of wider charity operations and governance processes and procedures.
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Ability to work alone and within a multidisciplinary team. • Good computer and IT literacy skills. 	
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Excellent communicator. • Highly motivated and able to inspire others. • Positive attitude, energy, and drive. • Passionate about the support needs of bereaved families. • Ability to work under pressure with the changing deadlines across different funding 	

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	<p>streams.</p> <ul style="list-style-type: none">• Works with a methodical approach with good time management skills.	
OTHER REQUIREMENTS	<ul style="list-style-type: none">• Flexibility to work evenings and weekends on occasions.• Full UK Driving License and the means to travel	