

HEAD OF FUNDRAISING AND COMMUNICATIONS

RECRUITMENT PACK

Thank you for considering this role as your next career move.

As the Chief Executive, I am committed to building a talented and passionate team that will help us achieve our ambitious goals.

We're now looking for a suitable candidate for a recently created role of Head of Fundraising and Communications and be part of the Senior Leadership Team.

The ideal candidate will be someone with strong leadership and people management skills with a creative, commercial and innovative mindset.

We are looking for an individual who excels in creating top-notch fundraising and communications materials, encompassing digital content, marketing collateral and donor communications. You should have a track record of successfully creating comprehensive digital fundraising strategies and implementing effective campaigns, along with a strong familiarity with various email marketing and social media platforms.

This is a unique opportunity to make a significant impact.

So, if you have a proven record in developing and executing effective income generation and communications strategies, have a results-driven mindset, analytical prowess and sound financial acumen coupled with an ability to translate strategic vision into operational plans I'd like to hear from you!

A handwritten signature in black ink that reads "Simon Williams". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Simon Williams
Chief Executive

ABOUT ANAPHYLAXIS UK

We've been supporting people living with serious allergies as a charity for nearly 30 years, offering information and support for individuals and their families, for businesses and for schools and other places of education. We provide trusted sources of information for people with serious allergies and we have a successful and expanding programme of online learning.

The charity was previously called The Anaphylaxis Campaign and we relaunched with a new website and new branding in July 2022.

The charity's journey is evolving with a reinvigorated relationship with some major brands and big companies, a greater reach across the healthcare environment and a new approach in a digital space.

The office is currently based in Farnborough and we all mostly work remotely. Early in 2024, we will be relocating and also reviewing the current remote working arrangements.

Our income comes from a mix of individual donations, business membership, smaller grants and community fundraising events. We also offer training to schools and we're expanding our services for businesses.

We thrive on innovation, continuously improving the way we do things and have a true passion and commitment to a brighter future for people with serious allergies.



A brighter future for people with serious allergies

HEAD OF FUNDRAISING AND COMMUNICATIONS

This is an exciting time to join Anaphylaxis UK as we aim to expand our fundraising and communication capabilities. As Head of Fundraising and Communications, you will lead our team in developing and implementing strategic plans to grow our income from trusts and foundations, corporate and major donors and building new partnerships. You will be responsible for devising creative strategies to enhance our reputation and promote our high quality brand, raising awareness of the charity and supporting public facing campaigns to increase our profile.

Reporting directly to the Chief Executive and as a member of the Senior Leadership Team, you will have the opportunity to contribute to the overall leadership and management of the charity, attending and presenting at Board meetings and deputising for the Chief Executive when necessary.

You will work both independently and collaboratively to design and deliver our income generation and communication strategies, creating a positive culture within the organisation.



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JOB SUMMARY

Anaphylaxis UK is looking for a dynamic and experienced Head of Fundraising and Communications to lead the charity's efforts to increase funding and raise awareness of anaphylaxis and serious allergies. The role requires a skilled communicator and strategic thinker who can build relationships, develop campaigns and deliver compelling messages to a range of audiences.

RESPONSIBILITIES

- Develop and implement fundraising and communications strategies that align with the charity's mission and vision for growth.
- Manage and develop a team of fundraising and communications professionals to achieve targets and objectives.
- Build relationships with key stakeholders, including major donors, corporate partners and media outlets, to raise awareness and generate support.
- Lead the planning and execution of fundraising events, campaigns and appeals to maximise income and engagement.
- Oversee the production of high quality fundraising and communications materials, including digital content, marketing materials and donor communications.
- Monitor and report on fundraising and communications performance, using data and insights to inform strategy and decision making.
- Ensure compliance with relevant regulations, including data protection and fundraising standards.

REQUIREMENTS

- At least 5 years' experience in income generation and communications, preferably in the charity sector
- Strong leadership and people management skills, with the ability to inspire and motivate teams.
- Proven track record in developing and implementing successful fundraising and communications strategies.
- Excellent communication and interpersonal skills, with the ability to build relationships and influence key stakeholders.
- Creative, commercial and innovative thinker, with a passion for developing new ideas and approaches.
- Results driven with strong analytical and problem solving skills.
- You can translate strategy into deliverable operational plans.
- You have sound financial acumen.
- Knowledge of relevant fundraising and communications regulations and best practices.
- Proficiency in digital marketing channels, including SEO, social media marketing, email marketing, content marketing, and online advertising.
- Ability to manage social media platforms effectively and analyse their performance.
- Experience in web analytics tools.
- Familiarity with email marketing platforms and the ability to develop and execute successful email campaigns.
- Strong analytical skills to interpret data and make data driven decisions.

PERSON SPECIFICATION

Anaphylaxis UK is seeking a highly skilled and motivated individual to join us as the Head of Fundraising and Communications. This role requires a dynamic and experienced professional with a proven record in income generation and strategic communications within the charity sector. The successful candidate will possess excellent leadership abilities and the capability to drive income generation initiatives while raising awareness of anaphylaxis and serious allergies.

ESSENTIAL CRITERIA

Experience

- At least 5 years of experience in income generation and communications at a senior level, preferably within the charity sector.
- Degree or equivalent.
- Significant record of raising funds from multiple income streams, including trusts, foundations, businesses, and high net worth individuals.
- Experience designing and implementing successful communications strategies.
- Substantial experience in leading and writing compelling proposals, presentations and reports.
- Experience in line managing and leading high-performing teams, with the ability to motivate and collaborate with others.
- Strong financial skills and budget management experience.
- Experience within a fast-growing and ambitious organisation.

Leadership and Management

- Strong leadership and people management skills, with the ability to inspire and motivate teams.
- Proven record in developing and implementing successful fundraising and communications strategies.
- Ability to translate strategy into deliverable operational plans.
- Results driven with strong analytical and problem-solving skills.
- Sound financial acumen

Communication Skills

- Excellent communication and people skills, with the ability to build relationships and influence key stakeholders.
- Skilled communicator and strategic thinker, capable of delivering compelling messages to diverse audiences.

Fundraising Skills

- Excellent understanding of GDPR legislation and Fundraising Code of Practice.
- Proficient in producing high quality fundraising and communications materials, including digital content, marketing materials and donor communications.
- Proven experience in developing and implementing comprehensive digital fundraising strategies.
- Familiarity with email marketing platforms and the ability to develop and execute successful fundraising campaigns.

Digital Fundraising Skills

- Proficiency in utilising various digital marketing channels, including search engine optimisation (SEO), social media marketing, email marketing, content marketing and online advertising.
- Ability to manage social media platforms effectively, including content creation, campaign management and performance analysis.
- Experience in website management, optimisation and utilising web analytics tools to track and improve website performance.
- Understanding of conversion rate optimisation (CRO) techniques and the ability to optimise digital platforms for maximum conversion rates.
- Knowledge of digital advertising platforms, including Google Ads, Facebook Ads, or LinkedIn Ads and the ability to create and manage effective ad campaigns.

Analytical Skills

- Strong analytical skills to interpret data and metrics related to digital fundraising campaigns, website performance, social media engagement and email effectiveness.
- Ability to analyse data and make data driven decisions.
- Proficiency in generating reports and presenting key metrics to measure the success of fundraising initiatives.

Creativity and Innovation

- Creative, commercial and innovative thinker, with a passion for developing new ideas and approaches.
- Ability to create strategies to enhance the charity's reputation and promote its brand.
- Ability to lead the planning and execution of fundraising events, campaigns and appeals to maximise income and engagement.

Desirable Criteria

- Strong network of potential funders.



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THINKING OF APPLYING? GREAT!

Please send over your CV with a supporting statement highlighting your suitability for the job and why you are interested to admin@anaphylaxis.org.uk

Closing date 5pm 19 June 2023

The role is full time and working hours are 9am to 5pm. As a member of the Senior Leadership Team you will be expected to work occasional evenings or weekends and attend all major fundraising events.

26 days annual leave.



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Anaphylaxis UK, a charity registered in England and Wales (1085527) and a registered company limited by guarantee in England and Wales (04133242). Registered in Scotland – charity number: SC051390. Our registered company address is Anaphylaxis UK, 1 Alexandra Road, Farnborough, GU14 6BU.