

JOB DESCRIPTION

Job Title: Communications and Fundraising Manager

Overview

The role is responsible for coordinating and delivering effective communication and promotion of Trinity's vision and educational programmes and building the college's capacity to raise funds from a range of donors – individuals, trusts, and institutions. As well as utilising our current publicity resources to maximum effect, the role requires creativity in continuously improving ways of engaging students and prospective students as well as other key stakeholders, including actual and potential funders.

The fundraising aspect of the role is new to the college and is an exciting opportunity for someone to help shape our fundraising strategy and practices.

Main terms

- £32,000+ (negotiable).
- Full-time (with flexibility)
- 26 days holiday plus bank holidays.
- Free lunches and parking.
- Beautiful and spacious working environment.

Main working relationships

- Executive director – for line management
- Principal – for ongoing reporting, guidance, and supervision
- Operations manager – in relation to college events and activities
- Admissions officer – in relation to prospective students
- EA to Executive director – for administrative support and alumni relations
- Finance manager – for budget management

Main responsibilities

- **Comms**
 - Managing Trinity's visual identity to ensure that messaging is clear and follows brand guidelines.
 - Generating and executing a content strategy across social media, websites and newsletters (print and digital) that will engage followers and continue the organic growth of Trinity's community.
 - Coordinating the development of promotional materials with external suppliers including our prospectus, promotional videos, and merchandise.
 - Coordinating publicity for college events, including Open Days.
 - Coordinating advertising campaigns on digital and print platforms.
 - Providing support to faculty and staff as they promote the college and work to recruit new students, including Trinity's presence at Christian conferences.
 - Using measurement tools as appropriate to evaluate and continually improve communications efforts.
 - Liaising with and responding to media outlets as needed to respond to media enquiries.

- **Fundraising**
 - Contributing to and helping shape the development of our fundraising strategy.
 - Developing the college's relationship with its alumni.
 - Building a pipeline of ongoing giving to the college.
 - Coordinating the relationship with specialist fundraising consultants for specific projects.
 - Maintaining and managing donor data and communications.
 - Providing support to faculty and staff as they promote the college.
 - Coordinating the writing of bids for grant and trust applications.

PERSON SPECIFICATION

Experience and skills

Essential:

- Creative & strategic
- Multimedia / cross platform communications and fundraising experience
- Proven experience of using social and/or digital media for organisational growth
- Experience of scoping, managing, and delivering effective communications campaigns
- Good planning, time-management, copywriting, proofreading skills
- Networking skills and ability to work across teams to deliver successful projects

Desirable:

- Experience in market research
- Understanding of basic graphic design with experience in using applications such as Photoshop, Canva or similar.
- Experience in website content management systems such as WordPress/Drupal
- Experience in social media management software such as Later.com/Hootsuite
- Understanding search engine optimisation
- Experience in basic photography for social media and wider use
- Experience of budget management
- Experience of fundraising products developed for different audiences
- Experience of brand development
- Experience of supporter/alumni relationship management

TERMS AND CONDITIONS OF EMPLOYMENT

Job Title: Communications and Fundraising Manager.

Place of work: Trinity College, Stoke Hill, Stoke Bishop, Bristol BS9 1JP.

Salary: Salary of £32,000 (or above, by negotiation).

Pension: There is eligibility to join a non-contributory pension scheme.

Working hours: Full-time (37.5 hours per week), requiring flexibility to be present at occasional evening or weekend events, whilst also offering flexibility.

Holiday entitlement: 23 days per annum plus bank holidays. The college is normally closed for 3 days between Christmas and the New Year and this time is taken as additional leave.

Lunches: Free lunches on days you are contracted to work (except for certain weeks during some vacations when not available).

Probationary period: Three months.

Notice: Three months' notice by employee or employer after successful completion of probationary period.

Medical report: The appointment is subject to a satisfactory medical report.

Sickness: Standard terms are available for reference in our Employee Handbook.

Disciplinary and grievance: Standard procedures are available for reference in our Employee Handbook.

Parking: Free in college grounds.