



Fundraising and Communications Assistant Job Description and Person Specification

Position Title:	Fundraising and Communications Assistant
Location:	The Bridge Foundation, Cotham, Bristol (flexible and home working considered)
Hours:	21 hours (3 days) Hours can be worked flexibly.
Salary:	£19,000 - £22,000 pro rata
Annual Leave:	32 days plus Bank Holidays (pro-rata)
Reports to:	Fundraising and Communications Manager

Job overview

The Fundraising and Communications Assistant will play a key role in The Bridge's support team. The post holder will have day to day responsibility for assisting with communications, including managing digital media output, and tone of voice. They will also support the research, prospecting and writing of fundraising applications.

Specific Responsibilities

Communications

- Work with the Fundraising and Communications Manager and The Bridge's digital media strategy to develop, create and schedule suitable and engaging social media content for promoting and delivering organisation's cause and message.
- Maintain and build on calendar of relevant awareness days/weeks and create content around these themes, to communicate The Bridge's core values.
- Use digital media strategy tools (e.g. content pie charts) and Bridge-created content (e.g. blogs) to generate relevant and varied digital content across chosen channels, tailored to relevant channels and audience segments.
- Create MailChimp content and organise MailChimp content and audiences for successful direct mail campaigns, including termly Newsletter distribution, recruitment communications and events marketing.

- Report on metrics across all digital channels through monthly reports to gauge success, guide improvements, track trends and plan future communications and campaigns.
- Stay up to date with digital communications developments, trends and tools.
- Ensure consistency of branding and tone of voice across communication materials.
- Respond to queries and engagement through social media channels.
- Support clinical colleagues with producing marketing materials for specific Bridge services.
- Support with planning and delivery of monthly blog content, including image content, web upload and publication, and maintaining up-to-date blog database.
- Conduct effective image research to generate appropriate photo content to populate monthly blog content, termly newsletter content and all social media posts, using optimised image sizing.
- Build up content bank of new ideas and pre-existing content for re-purposing to enable efficient yet varied post creation.

Fundraising

- Support the exploration of potential trust and foundations opportunities.
- Support the research and exploration of different fundraising strands in line with the Bridge Foundation Strategy e.g. corporate social responsibility, social impact investment, and others.
- Assist with writing fundraising applications.
- Assist in managing the fundraising database and respond to actions generated.
- Contribute to and co-ordinate reports for grant makers and donors.
- Assist with stewarding relationships with funders, ensuring that they receive personalised communications and updates on the impact of their support.
- Assist with collection of case studies and testimonials for effective use in communications and fundraising.

General

- Ensure effective and safe personal practice.
- Participate in relevant internal and external trainings.
- Participate in regular one-to ones and annual appraisals.
- Establish and maintain professional working relationships with staff of the Bridge Foundation.
- Other tasks as directed by the Fundraising and Communications Manager.
- Work in a collaborative team with the rest of the non-clinical staff and undertake whatever tasks are necessary to ensure the smooth running of the office and organisation.
- To comply with and work within the Bridge Foundation's policies, procedures and guidelines, including those related to Equal Opportunities, Health & Safety, Confidentiality of Information, Child Protection, Data protection and Record Keeping.

Person Specification

- Strong communication skills, both written and verbally with an eye for detail.
- Project management skills with a proven track record of delivering to deadlines and organising processes and procedures effectively.
- Good social media experience and knowledge with an understanding of a range of platforms including MailChimp, Instagram, Facebook, Twitter and LinkedIn.
- A creative interest in design and aesthetics of digital content, working proficiently with Canva as the primary design tool.
- An eye for engaging, effective and appropriate/sensitive photo content.
- Eagerness to learn about new digital innovations.
- IT Literate with experience of Microsoft Office.
- Experience of administrative work.
- Ability to understand and adhere to strict confidentiality.
- A willingness to work flexibly and adapt to the changing needs of the organisation and workplace.
- Self-starter who is used to managing their own time and can work autonomously.
- Able to work collaboratively as part of a team and has the self-awareness to understand and work with own strengths and weaknesses.
- Empathy for the mental and emotional health difficulties of children and young people and a passion and commitment for the work.
- Strengths in working with clinical colleagues and across the Bridge team.

TERMS AND CONDITIONS

- Place of work is based at the Bridge Foundation, 13 Sydenham Road, Cotham, Bristol BS6 5SH. Some opportunity to work from home.
- 32 days holiday plus statutory bank holidays pro rata
- Contributory workplace pension scheme