**Communications and Fundraising Officer**

 **Location:** International House (3Space), Brixton, London, SW9 7QE

**Hours of Work:** 37.5 hours per week (flexible and home working available)

**Contract:** 12-month fixed contract (£18,525 per annum / £21,158 in London)

**Reporting to:** Chief Executive

**Hope for the Young** is a small UK-registered charity working to remove the obstacles to young refugees and asylum-seekers education and well-being through mentoring, advocacy, and financial support. We currently run two programmes in the UK:

Our Mentoring Project operates London-wide and matches young refugees and asylum-seekers aged 16-25 with trained volunteer mentors who provide tailored one-to-one support and advice according to their needs. They meet once a week for at least 6 months in local cafes and libraries and work with them to achieve their goals and aspirations as they rebuild their lives in the UK.

Our Grants and Advocacy Programme promotes equal access to education for young refugees and asylum-seekers and supports young people aged 16-28 whose immigration status makes them ineligible for student finance, and to those who are facing extreme financial hardship. We provide educational grants that pay for tuition fees, living allowances, and travel expenses alongside tailored advocacy support and advice throughout their studies.

**The Role**

We are looking to recruit a Communications and Fundraising Officer on a one-year fixed term contract in collaboration with The Rank Foundation’s Time to Shine Programme. We are looking for somebody who is starting out in their career or looking for a change of direction who will support our CEO and small staff team across a range of fundraising and communications activities. This newly-created role is perfect for someone with a flair for communicating passionately with others and looking to widen their communications and fundraising skillset. You will be working within a growing, well-respected charity that values your views and encourages personal and professional development.

We are seeking a proactive, flexible, driven and organised person to support our communication and fundraising activities. This role will be integral to the growth and development of our work and in supporting the young people we work with. This is a fantastic opportunity for someone to hone their skills, gain valuable experience, and develop their career in the not-for-profit sector as part of a dynamic, enthusiastic and supportive team. Hope for the Young is committed to diversity, equity and inclusion and particularly welcomes applications from underrepresented groups and from those with lived experience of the asylum system.

**Role Responsibilities**

**Communication**

* **Support the design and implementation of HftY’s** Communications and Engagement **Strategy in collaboration with the staff team**
* **Proactively post, share and maintain up-to-date and relevant social media posts (eg. Facebook, Twitter, Instagram) in line with our Social Media Guidelines, and developing and managing website content**
* **Create publicity materials for different audiences (volunteers, young people, funders, businesses, supporters) using HftY’s brand and voice such as case studies, blog posts and newsletters.**
* **Maintain and grow HftY’s supporter base with the aim to increase awareness and support towards our work**
* **Oversee the production of internal and external publications, and support the Chief Executive to design, prepare, and publicise our first Annual Impact Report.**

**Fundraising**

* **Exploring potential new funding opportunities; researching and writing successful funding applications in collaboration with the CEO.**
* **Undertaking a range of fundraising activities such as events and online campaigns.**
* **Supporting the CEO with preparing reports to funders and trustees.**
* **Managing our community fundraising pages and supporter database.**

**General responsibilities**

* Attend training, events and meetings as required
* Participate in training and personal development including attending Time to Shine Leadership training as detailed below.
* Work with all other members of the team to ensure good safeguarding practice in all aspects of the work of the charity work and good practice in equality, diversity, and inclusion.
* All relevant administration tasks monthly activity reporting, management of general inboxes and updating and maintaining our database.

**What is the Time to Shine Programme?**

**The Rank Foundation, in partnership with The National Lottery Community Fund, has awarded a grant to Hope for the Young based on the Real Living Wage Foundation to cover the direct, full-time salary costs of a Communications and Fundraising Officer.**

Each year Time to Shine leaders are recruited and supported to develop their leadership potential. The programme’s distinctive culture incorporates a range of personal and professional development activities for the Time to Shine leader, their line manager and in turn, the whole organisation.

This role forms part of a wider 12-month leadership programme in partnership with The Rank Foundation and The National Lottery Community Fund. You can find out more about the programme by visiting: <https://rankfoundation.com/engaged-philanthropy/time-to-shine/>

In addition to your role, you will be expected to take part in a number of leadership days and conferences dedicated to your professional development. Travel and overnight stays will be part of the programme and therefore we ask you to consider this when applying.

**Key requirements for the Time 2 Shine programme:**

* You will be currently unemployed or underemployed
* This is a 12-month entry level role starting at the beginning of January 2022
* The role is full-time (37.5 hours)
* You will be paid at the Real Living Wage rate. You will be required to travel and stay in accommodation for leadership days and conferences (Covid-19 restrictions allowing)
* You will be offered the chance to be mentored by a member of the Time to Shine alumni.
* You will have access to budgets for training and visits to learn from other organisations in the Rank family
* In line with Rank’s ethos, Hope for the Young will support you in your role and make the most of the opportunities offered through the programme
* You will be encouraged to become active on RankNet, and to take part in networking and development activities
* If successful at the interview, there will be a second interview with The Rank Foundation in November 2021.

**Person Specification**

Please see page below.

| **Person Specification – Communications & Fundraising Officer** | **Essential (E)/** Desirable (D) |
| --- | --- |
| **Professional experience** |
| Experience in a marketing and/or fundraising environment | D |
| Experience of developing and implementing a communications/marketing action plan and/or strategy | D |
| Experience of creating content for social media channels, and managing social media presence in a non-personal setting | D |
| Experience of updating and maintaining websites | D |
| Experience of writing and editing web content for a variety of audiences | D |
| Experience of organising and delivering events | D |
| Experience of writing successful grant funding bids | D |
| Understanding of GDPR and data protection, and how it applies to communications/fundraising in charities  | D |
|  |  |
| **Knowledge and skills**  |   |
| Strong IT skills; proficiency in MS Word, Outlook, Excel | E |
| Graphic design skills and knowledge of graphic design software e.g. Canva, Photoshop | D |
| Knowledge of digital platforms and the benefits each offer in terms of communications, marketing and brand awareness: Facebook, Twitter, Hootsuite, Instagram, LinkedIn, YouTube and Mailchimp | E |
| Excellent communication skills both written and oral, and the ability to produce compelling and creative copy in a range of formats to suit varying audiences | E |
| Good planning and organisational skills with ability to prioritise competing demands and meet deadlines | E |
| Excellent interpersonal skills, with the ability to build and maintain relationships | E |
| Ability to prepare reports and statistical information   | D |
| Knowledge of the charity/not for profit sector, the dynamics and challenges facing this area | D |
|   |   |
| **Self-management/personal attributes**                     |   |
| Attention to detail and accuracy | E |
| Able to prioritise, make decisions and work autonomously to deadlines | E |
| Able to work independently and use initiative as required, whilst working to the common goals of the team | E |
| Creative and unafraid to suggest new ideas | E |
| A genuine interest in the work of the charity, and understanding of the issues affecting young refugees and asylum-seekers | D |
|  |  |
| **Diversity, Equity, and Inclusion** |  |
| Knowledge of and commitment to equal opportunities and anti-discriminatory practice | E |
|   |   |
| **Special requirements**                           |   |
| Able to work flexibly, occasional evening or weekend work | D |
| Willingness to access training opportunities  | E |
| Eligibility to work in the UK       | E |

**Please apply by submitting your application to** **matt@hopefortheyoung.org.uk** **by midnight on 31st October 2021, ensuring you clearly address the criteria set out in the person specification above.**