



Job Description

Post:	Sparkle Communications, Community Fundraising & Events Officer
Reporting to:	Sparkle Fundraising Manager
Accountable to:	Designated Sparkle Trustees
Location:	Will be required to work at various locations within Gwent
Salary:	£21,000 per annum pro rata
Hours:	37.5 hours per week with the requirement to work evenings and weekends as required, and an option to work from home one day per week
Contract:	Permanent
Holidays:	20 days per year, not including bank holidays
Pension:	Automatic enrolment pension scheme. Sparkle matches members' 5% contribution.

About Sparkle

Sparkle are the official charity supporting the Serennu Children's Centre, Nevill Hall Children's Centre and Caerphilly Children's Centre. Serennu is a state-of-the-art building which provides treatment, care, information, consultations and leisure services for children with disability or developmental delay, reducing the burden on families. Nevill Hall is an integrated children's centre attached to Nevill Hall hospital which provides treatment, care, information and consultations at the centre. Caerphilly Children's Centre provides therapy, care and information.

Sparkle's principles are to ensure that children with a disability or developmental difficulty, and their families, are fully supported to participate in valued childhood experiences and have access to the same range of opportunities, activities, services and facilities as other children.

Several hundred children visit the centres each week and Sparkle has to raise more than £600,000 every year to fund the vital services we support.

Some of the services and support offered by Sparkle include:

- Providing access to a family liaison officer and support groups.
- Activities including swimming lessons, holiday activities, multi-skills and clubs for toddlers, children, teenagers and siblings.
- Parent and young people's representation in the oversight and running of the Centre
- Family activities including swimming, fun days, residential trips and film screenings at the Serennu Children's Centre's very own 3D MediCinema.

Key responsibilities

Working with the Fundraising Manager to develop and lead on both internal and external communications, ensuring all Sparkle supporters / stakeholders are fully briefed and aware of all Sparkle activities.

Working with the Fundraising Manager to develop and manage a 'communications calendar' detailing all Sparkle activities and events.

Responsible for ensuring that we have innovative marketing, campaign and fundraising materials, designing promotional and fundraising packs in line with the charity's brand.

Responsible for reaching out, maintaining and creating website articles, press releases and social media posts ensuring they are accurate, up to date, exciting, interactive, engaging and of high quality.

Developing relationships with local media outlets including, radio, newspaper, magazine and advertising agencies to help increase Sparkle's profile within the local community.

Develop and grow the charity's social media channels by planning, sourcing, generating and publishing engaging content including text, images, video and audio.

Managing the quarterly Sparkle fundraising newsletter, aimed at both internal and external stakeholders, sourcing and compiling stories, writing and editing content and ensuring distribution.

Working with the Fundraising Manager to identify, promote and deliver fundraising initiatives, activities and campaigns to engage individuals, community groups and local businesses.

Working with the wider Sparkle team to create a bank of case studies to include on the Sparkle website and/or in campaign media to help prospective supporters to understand the needs of Sparkle families to encourage interaction and generate donations.

Ensuring that all Sparkle printed media is up to date, accurate and consistent with Sparkle brand guidelines.

Daily monitoring of Sparkle's social media messages and external inboxes, engaging, responding and forwarding information expediently.

Working collaboratively with the Fundraising Manager to identify and recruit Ambassadors and celebrity Patrons.

Work alongside the Fundraising Manager to hone, and automate meaningful and engaging supporter journey communications to increase engagement.

Review our internal stakeholder communications, making suggestions for improvements in this areas.

Fundraising & events responsibilities

Responsibility for supporting the delivery of the Sparkle fundraising and events strategy.

Responsible for the delivery of Sparkle family events, for example, Family Fun days, Summer Fete, Halloween disco and Christmas party.

Ensure risk assessments, costings and agreements relating to fundraising events are completed and communicated as required.

Organise targeted appeals for donations and gifts, for example at Easter and Christmas.

Stimulate, encourage and support fundraising activities carried out by individuals, community organisations, local businesses and associations on behalf of Sparkle.

Assist the Fundraising Manager in ensuring that all fundraising and events are measured, recorded, and reported upon.

Develop and maintain excellent relationships with key partners and contributors providing exemplary supporter care to ensure a long term commitment to Sparkle.

Identification of opportunities to raise awareness of Sparkle, including giving talks, attending local events, cheque presentations and networking events.

Hosting tours of the Sparkle sites with donors and VIP's, to include facilitating arrangements for the attendance of any required staff, parents, children/young people and the local media.

Managing workload, under the direction of the Fundraising Manager, prioritising and scheduling activities to meet deadlines for multiple tasks.

Responsibility for the effective identification, distribution, collecting and recording of income collection boxes, donations and gifts in kind.

An expectation of developing new marketing ideas/ opportunities, in conjunction with the Fundraising manager, to reach a wider audience.

Administration responsibilities

Delivering and maintaining an effective administrative support function for all fundraising activities, including managing correspondence, organising and supporting meetings, data collation and reporting.

To develop a thorough knowledge of the Sparkle supporter / fundraising database, ensuring it is effectively maintained, up to date, accurate and comprehensive.

Respond to appropriate fundraising and event enquiries, sending agreements and fundraising packs in a timely manner.

Ensure all monies/ donations received are recorded accurately and banked in a timely manner, in accordance with the Sparkle Financial Policy.

Ensure that donation acknowledgment / thank you letters are sent expediently.

Work with our supporter database to maintain relationships with donors, and reach out for upcoming events etc

Monitor, maintain and report on stock levels of Sparkle fundraising materials and merchandise.

Any other reasonable requests, as required by the Fundraising Manager, Sparkle Team Lead, Children's Centre Improvement and Development Manager and/or delegated Trustee.

Special Conditions

Working Hours

The post holder will be required to work extremely flexibly and the post will require evening and weekend working as required by the needs of Sparkle.

The rate of pay is a consolidated one, which includes any enhanced payments for evening and weekend working.

The post holder will be expected to volunteer their time, at least four days per annum to support the work of the charity and children's centre.

The post holder will be required to regularly travel across Gwent, and on occasions further afield where relevant to the role.

The postholder will have the option to work from home one day per week.

Disclosure and Barring Service

This post is subject to an enhanced Disclosure and Barring check with a children barred list check.

This post is subject to an exception order under the provisions of the Rehabilitation of Offenders Act 1974. This stipulates that all previous convictions, including those that are 'spent' must be declared.

Previous convictions will not necessarily preclude an individual from employment but must be declared in writing at the appropriate stage during the recruitment process.

General Responsibilities

Health & Safety

It is the responsibility of all employees to work to achieve a healthy and safe environment, and to take reasonable care of themselves and others.

Equality & Diversity

It is the responsibility of all employees to support Sparkle's vision of promoting a positive approach to diversity and equality of opportunity, to eliminate discrimination and disadvantage in service delivery and employment, and to manage, support or comply through the implementation of Equality & Diversity Strategies and Policies.

This job description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Sparkle is committed to Safeguarding and Promoting the welfare of children, young people and vulnerable adults.



Person Specification

Post Title: Communications, Community Fundraising & Events Officer

Requirement		Essential / Desirable	How Tested
Education/ Qualifications/Knowledge			
1.1	Educated to 'A' level standard or equivalent level of proven experience	E	Application Form
1.2	Relevant Industry Qualification or membership of relevant professional body	D	Application Form
Experience			
2.1	Experience of working in a charity	D	Application Form/ Interview
2.3	Experience of utilising the media, social media and stakeholders to promote services.	E	Application Form/ Interview
2.4	Experience of writing copy, creating graphics, designing promotional and campaign materials	E	Application Form/ Interview
2.5	Experience of organising events	D	Application Form/ Interview
2.6	Recent experience of administration work	E	Application Form/ Interview
2.7	Experience of working with volunteers	D	Application Form/ Interview
2.8	Experience of using a fundraising database	D	Application Form/ Interview
Aptitudes and Skills			
3.1	Excellent interpersonal skills and the ability to communicate effectively with a broad range of people	E	Application Form/ Interview
3.2	Ability to establish and maintain excellent working relationships with colleagues	E	Application Form/ Interview
3.3	Ability to work to strict deadlines	E	Application Form/ Interview

3.4	Excellent IT skills (including Word, Powerpoint and Excel)	E	Application Form/ Interview
3.5	Excellent understanding of social media channels	E	Application Form/ Interview
3.6	Experience in design media packages	E	Application Form/ Interview
3.7	Commitment to achieving positive results	E	Application Form/ Interview
3.8	Excellent written communication skills	E	Application Form/ Interview
3.9	Creative, inventive and experimental	D	Application Form/ Interview
4.0	Ability to prioritise, manage a busy workload and meet deadlines	E	Application Form/ Interview
4.1	Ability to motivate and enthuse supporters	E	Application Form/ Interview
4.2	Strong diplomatic skills to network and encourage donations	E	Application Form/ Interview
Personal Attributes			
4.1	Understand and apply the principles of confidentiality and data protection	D	Application Form/Interview
4.2	Genuine respect for children, young people and their families	E	Application Form/ Interview
4.3	Commitment to Sparkle's values and a working style that reflects these	E	Interview
4.4	Energy, resilience and patience	E	Interview
4.5	Good understanding of, and commitment to, embrace the principles of equality in the delivery of services	E	Interview
4.6	Ability to work extremely flexibly to meet the needs of Sparkle	E	Interview
4.7	This post holder will be required to work at various locations within Gwent.	E	Interview