



Someone to talk to when you need it most

## Fundraising and Communications Officer (part-time)

The Harbour is a small charity based in the centre of Bristol. Our vision is that everyone in Bristol has a safe space to talk and be listened to when they face death, dying and bereavement. Since 1991 we have offered counselling and psychotherapy services to people with a serious or life-threatening illness, their carers and loved ones, and people who have been bereaved. Since the Covid-19 pandemic we have transitioned from face-to-face counselling to offering these services remotely via video call and telephone.

Following the pandemic our service is more important than ever. We are looking for a talented, passionate communicator who can engage people from a wide range of backgrounds with our cause, and inspire them to donate. You will ideally have some experience of both communications and individual fundraising, and you will be passionate about communicating clearly and effectively in a range of formats. We are looking for someone who is keen to drive our communications activity across all areas of the organisation. Someone who is motivated by the challenge of coming in and setting up a new individual fundraising programme and comms plan on a limited budget. Above all, you will want to make a difference to people in Bristol who face death, dying and bereavement.

You will be joining us at a crucial time as we look to grow our service and connect with people who don't know about us but may desperately need our support. This is an opportunity to transform our organisation, raising money to deliver more of our life-changing services and taking us from Bristol's best kept secret to a household name in the city.

If you want to join our friendly and committed team then we would love to hear from you.

To apply for the role, please contact us on [info@the-harbour.org.uk](mailto:info@the-harbour.org.uk) to request an application form.

For an informal conversation about the role please contact Sam Thomas (Chief Executive) on 0117 925 9348 or email [sam@the-harbour.org.uk](mailto:sam@the-harbour.org.uk).

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Registered Charity No. 1008360 | Registered Company No. 2681075

## FUNDRAISING AND COMMUNICATIONS OFFICER (PART-TIME)

**Hours:** 21 hours per week (0.6 FTE)

**Salary:** £25,000 FTE (approx. £15,953 pro-rata)

**Contract type:** Permanent (subject to funding)

**Reports to:** Chief Executive

### JOB DESCRIPTION

#### Fundraising

- Develop and manage The Harbour's individual fundraising programme, raising money from current and former users of the service, and members of the public. This includes:
  - Setting up programmes for one-off and regular giving; legacy and In Memoriam gifts; and community fundraising.
  - Developing and managing The Harbour's individual fundraising database, producing regular reports on amounts raised.
  - Working with colleagues across the organisation to engage individual donors with our work.
  - Managing regular communications with The Harbour's individual donors, including newsletters, annual reports etc.
- Work with our Finance Admin Officer to report on income against targets.
- Report to the CEO and board of trustees on fundraising performance against targets.

#### Communications

- Deliver a programme of regular communications that supports our strategic goals.
- Engage new and existing supporters of the service through:
  - The Harbour's website and social media profile.
  - Press releases.
  - Securing speaker platforms and opportunities to engage key audiences with our work.
- Work with colleagues from across the organisation and people who have used our service to create opportunities to showcase the impact of our work, and deliver the operational aspects of The Harbour's communications strategy.
- Report to CEO and board of trustees on comms performance against targets.

### KEY RESPONSIBILITIES

- Raising money from individual donors, achieving an annual income target and planning growth in income from individuals across financial years.
- Creating communications and marketing materials across all media (writing press releases, web and video content, social media posts, email newsletters etc).
- Using The Harbour's CRM (CiviCRM), website (Wordpress), and e-newsletter software (Mailchimp) to manage relationships with donors.

- Managing The Harbour's social media presence.
- Working with colleagues from different teams and departments.
- Managing our communications budget, reporting to CEO on expenditure.

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

## PERSON SPECIFICATION

### Qualifications

- Educated to degree level or equivalent.

### Essential qualities

- Ability to work on your own initiative as well as within a team.
- Proactive and confident.
- A willingness to learn new skills and a desire to develop the role.
- Self-starter who is motivated by the opportunity to make their mark and set up a fundraising programme.
- Empathic and able to communicate with people from a range of backgrounds and experiences.
- Committed to The Harbour's vision: that everyone in Bristol has a safe space to talk and be listened to when they face death, dying and bereavement.

### Skills and knowledge (essential)

- Excellent communication skills both written and verbal.
- Ability to write concisely and clearly for publication in a range of media.
- Understanding of trends and developments in communications and individual fundraising, including digital media.
- Excellent IT skills including MS Word, Outlook (calendar and email), website CMS and social media platforms.
- Excellent interpersonal skills.
- Ability to work independently and manage own workload and others.
- Ability to use a CRM to manage relationships with individuals, and report against performance targets.

### Skills and knowledge (desirable)

- Experience of working with people experiencing distress and / or illness/bereavement.

## RECRUITMENT PROCESS

To apply for the role please email [info@the-harbour.org.uk](mailto:info@the-harbour.org.uk) requesting an application form. For an informal conversation about the role please contact Sam Thomas (Chief Executive) on 0117 925 9348 or [sam@the-harbour.org.uk](mailto:sam@the-harbour.org.uk)

**The deadline for applications is 9am on Monday 2<sup>nd</sup> November.**

Interviews will take place over Zoom during w/c 9<sup>th</sup> November.