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| **Job Description and Person Specification** |
| **Job Title** | Income Generation & Communications Manager |
| **Salary** | £50,788 to £52,805 (salary scale point 41-43 depending on experience.)Salary increments are awarded annually for exceptional performance. |
| **Annual Leave** | 26 days per year and bank holidays and statutory holidays.1 additional day of annual leave per year for each full financial year continuously employed by DHI, up to a maximum of 31 days annual leave per year. |
| **Pension** | Contributory pension scheme, where DHI contributes 7% and the employee contributes a minimum 3% of their salary tax free. |
| **Benefits*** DHI work laptop and mobile phone.
* Life Assurance Cover.
* Mileage allowance of 45p per mile for using your own car for work journeys.
* Cycle to Work scheme that can save you 25-39% on the cost of a bike and cycling accessories.
* Deals and discounts from DHI’s membership of charityworkerdiscounts.com.
* Access to a confidential 24-hour helpline to support you through life’s challenges.
* Training to help you to do your job well, and a friendly and supportive workplace with a track record for promoting high performing staff.
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| **Hours of Work** | 37.5 hours per week and additional hours as required from time to time.Usual working hours are 9am to 5pm with occasional evenings and weekends. |
| **Place of Work** | Head Quarters, Bath and any other location required by DHI.DHI offer flexible working. This means you *can* work at home for part of your working week (to be agreed with your line manager to meet service need). |
| **Travel for Work** | Required to travel across [insert patch] and must be willing and legally able to drive and have use of a car that is insured for business use. |
| **Accountabilities** | Accountable to: Chief Executive OfficerAccountable for: Communications Officer, PT Admin and any volunteers |
| **Purpose** | * Promote social inclusion, and independence.
* Manage / deliver all aspects of DHI’s Income Generation Strategy in line with DHI’s strategic priorities, as outlined annually in the Balance Scorecard.
* Working closely with the CEO and managing the communications officer to ensure our voice, messages and impact are communicated effectively to a wide group of stakeholders, with a focus on influencing the commissioning audience at a local level.
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| **Responsibilities*** **Develop and implement a Fundraising Strategy** to achieve income targets, ensuring alignment with the charity’s vision and values, and strategic priorities as set out in the organisation’s Balance Scorecard.
* Research and apply for grants, create compelling funding proposals, and build relationships with grant-making bodies.
* Oversee the funding database to ensure funds are effectively management, monitored and reported upon.
* Cultivate relationships with individual donors, corporate sponsors, and community groups to increase and retain financial support.
* Lead the development and delivery of DHI’s communications and marketing strategies, including digital campaigns, to enhance the charity’s visibility and engagement with key stakeholders.
* **Brand Management:** Ensure consistent messaging and branding across all communications, safeguarding the charity’s identity and reputation.
* **Content Creation:** Oversee the creation of high-quality content for DHI’s Friends Of newsletter, websites, social media, and other communication channels to inspire support and participation.
* Organise and manage DHI’s annual event, and Reach Out event, and provide support to teams where possible when organising activities to engage supporters.
* Support the Charity to build and maintain relationships with external stakeholders, including commissioners, local businesses, and community leaders, to support the charity’s objectives.
* Monitor and report on the performance of income generation and communication activities, providing analysis and insights to guide decision-making.

**People and Performance*** Manage and motivate a small team, while working closely with other departments to align efforts and maximize impact.
* Consistently role model DHI values in your behaviours, in particular, in your leadership of the IG&C team.
* Monitor performance of the workforce through reviews, address issues and prevent re-occurrence with appropriate use of relevant performance management tools and practices.
* Understand and share relevant trends, research, and practices.

**Compliance*** Adhere to codes of best practice and fundraising legislation
* Adheres to all DHI’s policies and procedures and all good practice guidelines, legal and regulatory requirements, including safeguarding people, health and safety, information governance and equality, diversity and inclusion.

**Other*** This job description contains only the main accountabilities relating to the post and does not describe in detail all the duties required to carry out the role.
* The post holder will be expected to undertake any other duties reasonably requested by their manager and commensurate with the expectations of the role.
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| **Skills, Knowledge, Experience, and Behaviours**The most important quality to succeed in this role will be your positive attitude, resilience, and enthusiasm for the work of DHI and your team.**Essential Criteria:**It is also **essential** that you can demonstrate:**Behaviours*** Belief in and willingness to model DHI values in behaviours, as described in the Behaviour Framework (attached).

**Skills and Qualifications**Previous experience of raising income through trusts and grant giving.* Experience of relationship and networking; including building sustainable relationships with new and existing donors
* Good communication skills, written, verbal and motivational.
* Ability to plan, prioritise, and organise the work and time of others.
* Experience of project planning and approaching new markets/and or investors
* The ability to understand and convey complex information and communicate this clearly and concisely to funding partners
* Excellent IT skills and confident user of all MS Office programmes.

**Other*** Able and willing to travel around the geographical area covered by the service from time to time.

**Desirable Criteria:** * Good awareness of social media and of using social media in income generation activities
* An understanding of best practice in fundraising, charity fundraising legislation and codes of practice
* Membership of the Institute of Fundraising

All the above skills, knowledge, experience, and behaviours will be tested at application and interview. |