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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. | |
| **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 Officer  Accountable 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. |
| **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. | |
| **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. | |