

Head of Fundraising and Communications Job Description



Job Title:	Head of Fundraising and Communications		
Organisational Level:	Team Leader		
Hours:	37.5 hours (PT may be considered for exceptional candidates)	Status:	Permanent
Responsible to:	COO		
Responsible for:	All members of the F&C Team		
Location:	Hybrid working – SpecialEffect Office, Charlbury / max 2 days WFH each week		
Date produced:	09/12/2024	Date for review:	08/12/2025

SpecialEffect is an award-winning UK charity that exists to help people with severe physical challenges to get more out of life by giving them access to video games and technology. Known as The Gamers' Charity, gamers and gaming communities are at the heart of both our work and those who make that work possible – our invaluable supporters.

Main purpose of job:

To lead and be the primary decision maker for the Fundraising and Communications (F&C) Team, ensuring the smooth and effective operation of all F&C activities. To facilitate positive working relationships and good communication between team members, while also supporting them personally and professionally to achieve their full potential. To represent the team internally and be a 'face-of' SpecialEffect externally, especially at high profile events and meetings.

Main Areas of Responsibility:

- To manage the F&C Team and make sure they're all working towards common goals and objectives, as set out in the charity's business plan
- To ensure all content and activity produced by the F&C Team is of the highest possible quality and does justice to the hard work and dedication of colleagues in other parts of the organisation, as well as supporters, corporate partners, beneficiaries and service users
- To facilitate good communication and knowledge sharing, both between individual team members and with the wider organisation
- To organise internal team and project meetings, working with appropriate team members to set agendas, nominate minute-takers and ensure agreed actions are completed

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- To filter and delegate incoming enquiries to the correct team member(s) and/ or take personal responsibility for following-up if required
- To ensure that all SpecialEffect F&C activity complies with both the law and current best practice within the sector, as well as being in-line with the charity's own mission and ethical policy (eg. small lotteries licence, commercial participation agreements, etc)
- To monitor and report on F&C income and expenditure in collaboration with the finance team
- To identify areas of improvement to working practices across all areas of the team's activity, such as Corporate Partnerships, Supporter Care, Trusts and Foundations, Communications and Events
- To take primary responsibility for major funding applications and reporting, ensuring that deadlines are met and impact is accurately communicated
- To provide effective leadership to team members, enabling them to maximise the impact of core fundraising campaigns like One Special Day and GameBlast, both in terms of income and awareness
- To identify opportunities for innovation and diversification in the charity's fundraising and communications activity and work with relevant team members to bring these into practice
- To work directly with relevant team members to ensure the effective communication of the charity's mission, projects, services and success stories to relevant audiences
- To represent the F&C Team in internal meetings where called upon (such as the All Staff monthly meeting, finance meetings, Team Leaders meetings, etc)
- To be a spokesperson for the charity and take part in media and public speaking opportunities, as required
- To attend external events and meetings in a leadership capacity and undertake public speaking opportunities where necessary
- To attend Trustees meetings as required
- To input into the charity's strategic planning process, eg. contributing relevant sections to the Business Plan and Trustees Report
- To assist HR with the recruitment of new F&C Team members when necessary, including defining roles, writing job descriptions and adverts, designing interview tasks and questions and conducting interviews.

Line Management responsibilities:

- To take responsibility for performance management of the team, including conducting annual appraisals alongside HR, setting personal objectives with individual team members and arranging 1-2-1 catch-up meetings to check on welfare and progress
- To develop the F&C Team by supporting individual and collective learning and training opportunities, and by coaching and supporting individual team members as required to promote wellbeing and career development, in collaboration with the HR team
- To assist members of the F&C Team with problem solving and overcoming obstacles encountered in fulfilling their roles and responsibilities

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- To assist the HR team with any issues arising around staff performance, long-term sick leave, maternity leave and other related matters, as required
- Authorise Annual Leave and TOIL requests for team members, in collaboration with HR

Other responsibilities:

- Adhere to and comply with organisational policies, procedures and guidelines at all times
- Take responsibility for personal health and safety and that of colleagues and visitors
- Implement Risk Management Strategies and other Procedures
- Comply with the charity's policy on confidentiality and the Data Protection Act
- Act at all times in a professional and responsible manner and have due regard to confidentiality and Health & Safety legislation.
- Although the general working week is Monday to Friday, some support may be required out of hours in locations away from the office, both in the UK and abroad, sometimes for several days at a time

Key working relationships:

- COO
- Other Team Leaders
- F&C Team

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Person Specification:

Factors	Essential	Desirable
Knowledge, Experience, Qualifications, Professional Memberships & Training	<ul style="list-style-type: none"> Over 5 years' experience holding management/ senior roles Strong track-record of team leadership / line-management, including at times of change and transformation Experience in strategic planning of fundraising and/ or communications campaigns and activities First-hand knowledge of organising fundraising events and campaigns, either while working for a charity or in a CSR/ social impact role within a commercial business Managing large budgets across multiple income/ expenditure streams High-level of working knowledge of Microsoft Office computer software packages 	<ul style="list-style-type: none"> Recruitment experience (either staff or volunteers) Working knowledge of the games and technology industries and gaming communities Clean driving licence with access to own car
Communication, Engagement & Relationships	<ul style="list-style-type: none"> Confident in establishing and maintaining internal and external relationships with colleagues, supporters/ customers, sponsors/ partners and other key stakeholders Flexible thinking, creative individual with good communication skills and the ability to encourage collaboration between team members 	<ul style="list-style-type: none"> Experience engaging with physically disabled service users and/ or their families/ care-teams
Team Skills	<ul style="list-style-type: none"> Dedicated and attentive leader, capable of securing the respect of team members and inspiring them to achieve great things together Ability to work independently and as a flexible team member, responding to unexpected situations with pragmatism and clarity 	<ul style="list-style-type: none"> The ability to delegate effectively
Analytical, Problem Solving & Judgement Skills	<ul style="list-style-type: none"> Strong analytical and problem-solving skills Confident in making good decisions Trusted to manage risk on behalf of the team and wider organisation 	<ul style="list-style-type: none"> The ability to empower others to make good decisions and solve problems for themselves
Planning & Organisational Skills	<ul style="list-style-type: none"> Strong time management and organisational skills, including the ability to plan, prioritise and maintain quality of own personal workload and that of the team you're leading across multiple timelines Successful management of "mission-critical" projects with multiple stakeholders 	<ul style="list-style-type: none"> The ability to work with own initiative and able to cope with changing priorities

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		<ul style="list-style-type: none"> The ability to spot opportunities to streamline workflow and generate greater efficiency, without compromising quality
Standards & Compliance	<ul style="list-style-type: none"> To be able to operate competently regarding managing data and information in accordance with the Data Protection Act (DPA) (2018) and the General Data Protection regulations (GDPR). Experience of CRM supporter/ customer data management systems and data security 'best practice' 	<ul style="list-style-type: none"> Data analytics, insights and reporting skills, including the ability to spot trends in behaviour and improve efficiency
Equality, Diversity & Inclusivity	<ul style="list-style-type: none"> To operate with respect and inclusivity for all To recognise the positive differences in others from an equality and diversity perspective 	
Personal / Professional Development	<ul style="list-style-type: none"> Demonstrable dedication to continued professional development (CPD) 	<ul style="list-style-type: none"> Overseeing the training/ career development of others
Personal characteristics/ interests	<ul style="list-style-type: none"> Committed and a conscientious approach to work Passionate about the work and mission of SpecialEffect Ability to remain calm and perform to a high standard under pressure Empathetic and caring towards others 	<ul style="list-style-type: none"> Interest in sports/ fitness, gaming, arts/ culture where the majority of SpecialEffect's fundraising and communications activities are focussed

This job description is a broad reflection of current duties, but it is not exhaustive. It will be reviewed on no less than an annual basis to reflect priorities and developments during the on-going appraisal and performance review process and any organisational change arising.

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Best Practice Recruitment

Equality & Diversity

The organisation is committed to achieving equality of opportunity for all employees and for those who access services. You must work in accordance with equal opportunity policies/procedures and promote the equality and diversity agenda of the organisation.

Health & Safety

The organisation recognises its duties under the Health and Safety at Work Act (1974) to ensure, as far as it is reasonably practical, the Health, Safety and Welfare at Work of all its employees and, in addition, the business of the organisation shall be conducted so as to ensure that all individuals having access to organisational premises and facilities are not exposed to risk to their health and safety. All employees under contract will be expected to comply with all appropriate Health and Safety policies and ensure all statutory and mandatory training is up to date.

Risk Management

All employees will always follow risk management policies and procedures. All employees are personally responsible for risk management issues in respect of yourself and colleagues. If you identify a potential hazard you should report it to the Admin Team at once using the organisational incident reporting process. If in doubt you should speak to your manager for guidance.

All employees have a responsibility to report accidents or incidents promptly and when requested, to co-operate with any investigation undertaken. All employees must use the safety equipment provided and report any defects to their manager. You must attend risk management training as directed by your manager.

If you are a manager or have line management responsibilities for employees, a department or area of work, you are responsible for the risk management issues in that area. In conjunction with risk management you will ensure that there is an annual risk management audit in your area, risks are identified on the local risk register and that where necessary, an action plan eradicating risks is drawn up and implemented.

Policies and Procedures

Employees are expected to follow organisational policies, procedures, and guidance as well as professional standards and guidelines. Copies of policies can be accessed via SharePoint. The organisation operates a policy which promotes a smoke free environment.

Appraisal and Personal Development

The organisation is committed to lifelong learning for all employees and has put in place an appraisal and development infrastructure.

All employees have a responsibility to participate in an annual appraisal with their line manager and to identify performance standards for the post. As part of the appraisal process employees have a joint responsibility with their line manager to identify any learning development needs to meet the agreed performance standards.

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Information Governance

It is a contractual requirement for the post holder to ensure that as a minimum they acquire the necessary skills to implement good practice in all matters relating to information governance and in particular data which can be attributed to an individual. The job holder must adhere to information governance policies and procedures including the Data Protection Act (2018).

Managers have a responsibility to ensure that their employees are equipped with the necessary tools to use in the implementation of information governance.

Equal Opportunities

The organisation is committed to respect for others, equality of opportunity and diversity in the workplace. All managers and employees must know what is expected of them and are responsible for ensuring that this is delivered in practice in their day to day working lives. The organisation will not tolerate any forms of bullying or harassment in the workplace.

Signed:		Line Manager Name:		Date:	Click or tap to enter a date.
Signed:		Employee Name:		Date:	Click or tap to enter a date.