

FUNDRAISING & COMMUNICATIONS OFFICER
JOB DESCRIPTION and PERSON SPECIFICATION

**Job Title:** Fundraising and Communications Officer

**Salary:** £15 - £18, depending on experience

**Organisational overview:**

Gladrags is a small, unique, eco-minded charity that provides affordable costume hire, discovery boxes and related resources to projects that are rooted in community, education, well-being and the Arts. We strongly believe that costume is a transformational resource and we have built a collection of 7000 costumes and artefacts pertinent to the needs of our beneficiaries. These include: schools and colleges; children and young people's projects; community groups, charities and not-for-profits; amateur and fringe arts organisations.

Gladrags is committed to reaching people who experience disadvantage and isolation. To this end we also take our skills and the magic of costume out into communities; we deliver textile-based, skill-building workshops in schools, and provide interactive storytelling and reminiscence activities to local groups. We promote the recycling and re-use of clothing via our hire service, via our re-homing scheme for surplus costumes and fabrics, and through our partner work with like-minded organisations.

Hiring additionally to the professional arts sector and the general public helps Gladrags to subsidise the 60-80% discounted hire rates we offer our beneficiaries.

We have been making a difference in our community since 1994 and are currently run by a small staff team of 5 part-time workers. We ordinarily support a team-pool of 25 volunteers, with a range of learning needs, and contract freelance workers to deliver some of our outreach community projects.

**Summary of the role:**

We are looking for someone with the passion and innovation to help ensure Gladrags can operate effectively and sustainably beyond this challenging year, ultimately enabling us to strengthen our core activity and gently grow our outreach work.

You would work with the Director to diversify funding streams and to transition from a reliance on revenue and small annual grants to more significant, longer term funding solutions. The focus of the communications role would be to raise the organisation’s profile, promoting a richer understanding of Gladrags’ purpose to beneficiary groups and funders, and to increase our revenue by growing our reach to the professional arts sector.

As a new role it offers a degree of flexibility according to the particular skill-set of a candidate, and an opportunity to bring your own specialism to it as well as to contribute to the strategic direction of the organisation. Therefore we welcome applications from both the voluntary sector and beyond, from people who can offer dependable funding solutions to secure Gladrags’ future. As a role for a small organisation, whilst the remit is relatively broad, the scale of operation is manageable and priorities can be set to realistically suit the working hours. The position will require new funding after 12 months.

**Areas of responsibility:**

**Fundraising:**

* Identify and secure new core grants and / or support from major donors and high net-worth individuals
* Maintain existing funder and major donor relationships, including reports and monitoring / evaluation
* Oversee and promote Gladrags’ regular giving scheme
* Explore additional funding streams, drawing on the success of your or Gladrags’ previous initiatives and the expertise that you bring to the role, e.g. events, sponsorship
* Contribute to fundraising strategy in order to assist in mapping out longer-term funding solutions

**Communications:**

* Lead on key messaging and mobilise the Gladrags team to promote the organisation consistently
* Create content for communications to key audiences, media outlets, internal and external web platforms and for reporting purposes
* Oversee building a small library of compelling visuals and testimonials that demonstrate the impact of our work
* Work with Director to build links with local media and relevant Arts and Voluntary Sector networks

Person specification

|  |
| --- |
| **Knowledge, skills & experience** |
| **Essential** | **Desirable** |
| * 2+ years experience in either:
* charity fundraising, specifically successful grant and / or trust fundraising
* generating substantial revenue within the Arts
* Initiative and ability to lead on and manage projects
* Strong interpersonal and written communication skills
* Experience of providing impactful content for promotional and reporting purposes
* Ability to engage in strategic planning
* Good IT literacy and digital competency, including social media platforms
* A commitment to representing the organisation in person for promotional and fundraising purposes
* An understanding of, and commitment to, equal opportunities and diversity
* Ability to work flexibly, combining working remotely, at Gladrags and ultimately at other venues as required (e.g. as part of a fundraising event)
 | * Experience of building relationships with donors, funders, high net-worth individuals or sponsors
* Good understanding of budgeting and experience in maintaining records across a range of income streams
* A connection to costume, theatre or the Arts
* Experience of one or more of the following:
* planning and delivering events
* working with individual giving or membership schemes
* building successful relationships with media outlets
* navigating and utilising fundraising platforms and tools
* coordinating and / or working with volunteers
 |

|  |  |
| --- | --- |
| Location: | Unit 10, Westergate Business Centre, Westergate road, Brighton, BN2 4QN. This is a basement unit accessed by stairs and a lift. |
| Reporting to: | Director |
| Time Commitment: | 14 hrs a week. Flexible working hours, including office-based and remote-working. One year contract with view to extend, funds allowing. |
| Start Date: | Flexible, from 15th August |
| Position Type: | Part/ time; self-employed |

***Gladrags Community Costume Trust Charity registration Number 1122704*** [**www.gladragscostumes.org.uk**](http://www.gladragscostumes.org.uk) **01273 609184 / 07940 295623**