

Communications & Fundraising Officer

Job Title:	Communications & Fundraising Officer
Hours:	Full time, 35 hours a week
Salary:	Starting salary is £33,007.31 full time (point 20 on the AvMA pay scale) rising to £36,988.75 (point 25 on the AvMA pay scale).
Holiday:	25 days a year (full time), plus bank holidays. An additional day's leave is acquired for each year of service up to five days. In addition, the office closes over the Christmas break for 3 days, for which annual leave does not have to be taken.
Location:	Croydon, but hybrid working arrangements possible
Responsible to:	Internal Operations Manager
Applications By:	1 st August 2022
Interview Dates:	23 rd August

Main Duties:

1. Communications & Influencing

- Production of bi-monthly e-newsletters and other promotional literature in consultation with department managers
- Assist with marketing / promotion of AvMA events and activities Assisting the Chief Executive with media work including dealing with enquiries; issuing press releases; sourcing case studies
- Developing and maintaining AvMA's presence and activity on social media, communicating AvMA's policy positions and promoting our work

2. Fundraising

- Develop new income streams wherever possible and assist with grant applications where appropriate
- Liaise with and assist external stakeholders who are hold fundraising events on our behalf and developing the portfolio of such events
- Maintain and develop sponsorship of AvMA's self-help guides

- Promote all forms of individual giving such as bequests; one off and ongoing donations/membership of *Friends of AvMA* and participation in sponsored events such as runs; swims; challenges etc
- Work with the chief executive on developing and maintaining income streams such as *Partners for Patient Safety*; *Access to Justice Partners*; *Find a Solicitor web pages and Lawyers Services Directory*
- Ensure compliance with fundraising standards and maintain records of all fundraising income and Gift Aid declarations

3. Digital & Social Media

- Work with the Internal Operations Manager and contribute to the social media elements of the ongoing Digital Strategy
- Keeping AvMA's website updated and optimised for search engines
- Monitor
- Developing and maintaining AvMA's presence on major social media platforms
- Liaise with colleagues to ensure consistency of messaging
- Maintain and develop AvMA's use of Dot Digital for mailing, marketing and promotional purposes

4. Other

- Maintaining relevant sections of AvMA's CRM
- To undertake other duties commensurate with the post as may be required

Person Specification

Experience and skills

Essential:

1. Good interpersonal skills - with the ability to develop effective and positive working relationships with a wide range of individuals and organisations
2. The ability to raise funds from a variety of sources such as individual or corporate donors, trading activities, fundraising events etc.
3. Highly motivated self-starter with ability to manage own workload and meet targets
4. Good communication skills both in writing and verbal
5. Experience of updating websites
6. Experience of using Dot Digital or similar email marketing system
7. Highly computer literate including experience of Adobe InDesign or similar design software and Microsoft Dynamics.
8. Considerable experience of using social media, including but not limited to Twitter, Facebook, Instagram & LinkedIn
9. Demonstrable commitment to Equality, Diversity, and Inclusion

Desirable:

- a) Experience of successful charitable fundraising
- b) Experience in a communications role within a charity, including public relations and policy/campaigns
- c) Experience of developing websites
- d) Understanding/experience of Search Engine Optimisation

Background Information

About AvMA

Action against Medical Accidents (AvMA) is the independent UK wide charity for patient safety and justice, established for over 35 years. AvMA is widely credited with both having put “patient safety” on the map and having brought about huge advances in access to justice for those patients who have been affected by lapses in patient safety (“medical accidents”).

AvMA provides free specialist advice and information to members of the public who have suffered injury as a result of avoidable harm in healthcare. We work with health professionals, the NHS and government departments to seek improvement to patient safety and the way people are treated following avoidable harm. We train and accredit lawyers who specialise in clinical negligence and provide services to them. We also organise a range of conferences and other events for lawyers, doctors, and other professionals in the medico-legal and patient safety fields.

The working environment is friendly and informal, and many of our staff work flexibly or remotely to fulfil their duties.

People

Our people are our greatest asset. AvMA currently employs approximately 22 staff (many of whom are part-time), bringing a wide range of skills, experience, and passion for what AvMA stands for. We enjoy excellent staff retention and satisfaction levels. AvMA also benefits from a pool of dedicated volunteers and an excellent board of trustees.

We welcome applicants from all backgrounds, and are happy to consider any flexible working requests, as our systems support remote working. Although this role is advertised as full time, part time would also be considered.

The Post

Working closely with the CEO, Internal Operations Manager, and other department heads, you will play a central role in communications and fundraising activities that the charity undertakes.

As well as these responsibilities, the successful applicant will be expected to assist the colleagues with related tasks and where necessary liaise with third party contractors as and when necessary to contribute towards the smooth running of our systems.

The work is varied with opportunities to consolidate and use existing skills and develop new ones.



Working arrangements

The organisation adapted very well to the working at home required by the pandemic/lockdowns thanks to AvMA having invested in IT previously. Most staff have found it beneficial personally and productivity has not suffered. Permanent working at home arrangements have been agreed with most staff, who will still be required to attend the office/other venues on occasion for meetings, team building, or business requirements. We have reduced the office space we will use and are adopting a hybrid arrangement whereby some staff remain largely office based and others use it as required or suits them.

Location

AvMA is in a modern, well equipped office building in central Croydon, which is accessible for wheelchair users and people with other disabilities.

Croydon enjoys excellent transport links. East Croydon station provides frequent trains with access to central London in just 15 minutes.

Excellent shopping facilities and a range of cafes, restaurants and pubs are just a stone's throw away from our offices.