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Head Office: Bradbury House, Park Buildings, Pontypool, NP4 6JH

**JOB SPECIFICATION COMMUNICATIONS & FUNDRAISING OFFICER**

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| Location:  | Bradbury House Park Buildings, Pontypool. NP4 6JH |
| Job Type: | Full time |
| Salary:  | £23k - £25K |
| Reporting to:  | CEO  |

**EQUAL OPPORTUNITIES**

Sight Cymru considers discrimination in any form to be unacceptable, whether on the grounds of disability, race, religious belief, gender, age, marital status, sexual orientation or political affiliation. We welcome applicants from all and if you require assistance in completing your application please telephone 01495 763650 to discuss your needs.

**JOB DESCRIPTION**

To support the charity by making relationships with others, communications, marketing, and sustainable fundraising:

Other requirements of the role are to:

* Be the voice of Sight Cymru in association with the CEO, so providing press releases, information, media briefings and generally encouraging a wider knowledge of who we are and what we do
* Build and oversee communications strategy internally and externally
* Attract, build and develop relationships with new and existing corporate donors to secure long term and increased funding across a wide range of target markets
* Work to expand Sight Cymru’s network of supporters
* Be prepared to give talks to organisations to increase knowledge about Sight Cymru
* Work with companies, groups and organisations both to increase knowledge but ultimately to use tools like Mission for Vision to enable them to fundraise for us
* Meet all fundraising strategy targets, timelines and income projections.
* Develop public fundraising opportunities and activities.
* Oversee and support staff and volunteers to run charity events & undertake worthwhile marketing activity.
* Build and manage a mixed portfolio of funders to support Sight cymru function, expansion of reach and research.
* Adhere to best practice standards, ensuring reporting deadlines are met, terms and conditions for grants are satisfied, grant income is collected efficiently when due and donor retention remains an ongoing priority.
* Build and maintain and update database of fundraising contacts.
* Increase our online presence, and are renewing our website.
* Keeping an ongoing conversation on Twitter, Facebook, Instagram, Linked In
* Sourcing and developing in house and outsourced marketing material, quality images and video to promote Sight Cymru directly in support of fundraising efforts.
* Assisting with an occasional lead on production of publicity materials, including email updates, newsletters, leaflets and posters to promote the work of Sight Cymru
* Manage projects and people to meet objectives for the role

SUPERVISION RECEIVED

The post holder will report directly to the CEO.

JOB RELATED SKILLS AND APTITUDE:

* Excellent communication, interpersonal and written skills
* Effective administrative and organisational skills
* Good networker
* IT skills are essential for this post
* The ability to work effectively within a team, where necessary to lead that team but also able to encourage others to take a higher profile
* Comfortable communicator
* Ability to use social media and digital marketing

NB

Sight Cymru reserves the right to vary the duties and responsibilities of its staff.

01495 763650

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Sight Cymru, a charitable incorporated organisation, registered charity number 1171471