



Fundraising, Marketing and Communications Officer

Hours: 22.5-30 hours per week

Salary: up to £24k depending on experience (pro-rata to hours worked)

Based: First Days HQ (Wokingham)

Reports to: Head of Fundraising

Direct reports: None. (possibility of some Fundraising Volunteers ad hoc)

About First Days:

First Days was started in 2013 in response to needs in the local community in Berkshire. Quite simply: there were people with stuff they didn't need and people who desperately needed it. The charity grew very quickly and now, nearly eight years later, we have a strong staff team and volunteers and have helped over 15,000 children, and distributed over 400 tonnes of donated goods.

Our aim for the charity is very clear: we want to close our doors because no one needs our service anymore.

However, with 4.5 million children living in poverty in the UK we actually need to do the opposite - we need to respond to the demands for our service and continue to help as many children as possible.

What do we do?

First Days reduces the long term effect of poverty on children by equipping them with the essential items they need for their early years and at school. We believe children should be safe in their home and out and about, be confident at school and have fun! We help facilitate that.

Why do we do it?

Evidence from the Child Poverty Action Group shows that when children, in both their early years and at school, feel that they are equal to their peers they achieve more, do better in exams and can get better jobs.

We know - as a small charity - we can't change the root cause of the situations that families find themselves in, but we can help the children who are victims of a childhood in poverty to feel more equal to their peers. We believe that all children deserve the same start in life, and our part of that is ensuring they have everything they need materially.

How do we do it?

Every year we reuse and recycle over 40 tonnes of goods, school uniforms, equipment, furniture and toys and get them to the people who need them the most.

Our strategy for the next three years will see us continuing our current projects and creating three brand new projects to reduce the long-term effects of poverty.

About the role:

We are looking for someone to join our team who has enthusiasm and passion for fundraising and the aims of First Days. The right person will have fundraising, sales or marketing experience and know how to use social media and other forms of communication to tell stories and bring in funds.

This role will join our Head of Fundraising and dedicated volunteers to deliver our ambitious fundraising strategy.

You will be results driven, a problem solver and a creative thinker. You will love talking to people about the work that First Days does and be confident in your 'sales pitch' when out and about in the community. You will thrive in a fun, hard working environment in a team that really cares for one another and the families we support.

This is a permanent position, with a six month probation period. The role is based in our warehouse and offices in Wokingham - this is a hands on comms and fundraising role and you will need to be in our office and warehouse to make the most of the fast paced environment and take advantage of any opportunities to tell stories or work with our front line team.

Main responsibilities:

- To support the development and delivery of the charity's Fundraising Strategy
- Support in planning and managing innovative fundraising events and activities.
- To support effective donor stewardship and management.
- Research and identify relevant Trust and Corporate funders to feed into the prospect pipeline.
- Support in developing and maintaining a database of donors and key contacts.
- To forge long-term mutually beneficial relationships with supporters.
- Support in coordinating, preparation of grant/trust applications for funding.
- Support with monitoring and evaluation processes to ensure that all grant conditions are met.
- To support with project evaluation and the completion of the end of project reports.
- To support in delivering the charity's Communications Strategy.
- To support in managing First Days' social media sites, gathering, creating and preparing relevant content for publication and responding to comments on posts.
- To support campaign planning and developing campaign materials
- Producing written and video content
- Maintain, update, and develop the charities website where relevant
- Maintaining a database of photos, case studies and research/evidence to promote our work.
- To support in writing and sending out newsletters.
- Manage our fundraising mailbox
- To undertake any such additional duties that are reasonably commensurate with the level of this post.
- To undertake/attend any training and/or meetings as required by the job role.

Experience required:

- Fundraising or sales experience
- Social media management experience
- Communications or marketing experience
- Communications and marketing content creation

Desirable experience:

- Good understanding of the charity sector, especially fundraising
- Video content creation for social media

- Website management experience
- Strategy development
- A good understanding of poverty, inequality and the impact of these issues on our service users.

We particularly encourage applications from black and minority ethnic groups and underrepresented communities. Applications can be made via a covering letter and CV to Jenny Westmoreland via jenny@firstdays.net.

The start date for this role is as soon as possible, we anticipate a high volume of applicants and reserve the right to close the application window early should we receive a suitable number of high quality candidates earlier than the advertised deadline of July 19th 2021.