



JOB DESCRIPTION

- Schedule 9, Paragraph 1 of the Equality Act 2010 applies.
- This post is exempted from Rehabilitation of Offenders Act 1974

Job Title:	Fundraising and Communications Assistant
Location:	Anawim, 228 Mary Street, Balsall Heath, Birmingham, B12 9RJ
Grade:	Anawim Scale Point (ASP) 25-26
Salary:	£26, 472 - £27,329 per annum
Hours:	30 hours per week (other part-time hours will be considered, please state on your application what your preference would be)
Responsible to:	Senior Communications and Fundraising Officer

About Anawim

From our Birmingham centre, Anawim provides trauma informed services including holistic support and advocacy to enable women to reach their potential.

Our Vision statement:

A world where women are safe, free, valued and equal members of society.

Our Values:

Anawim believes in the intrinsic **value** of every person and **welcomes** each woman **without judgement**.

We are deeply committed to **listening** to our women and building services around their **needs**.

We **help** women to navigate the complex challenges they are facing and we do all that we can to **support** them for as long as they need us.



Anawim **empowers** women to make positive changes to turn their lives around, helping them, one step at a time – to become **independent**.

We **want the best** for our women and to make sure their basic needs are met. We **won't rest** until we've done all we can to keep them **safe**.

About The Role

We're looking for a dynamic, energetic and enthusiastic individual, with a passion for communications and fundraising, who can assist our team to manage vital relationships and communications channels. You will help us to increase the amount of unrestricted funding secured by Anawim; enabling more women to receive support and sustaining Anawim's vital services for women in Birmingham. You will help us to maximise fundraising opportunities and engage with Anawim's teams, volunteers, trustees and women, supporting them to fundraise and deliver events. This year especially is an incredibly important one for Anawim, as we are marking our 40th anniversary, and you will play an active role in events and communications activity throughout the year.

This role involves community and business engagement, with opportunities to attend local events, hold stalls and engage new supporters, cultivating and maintaining relationships across the board. Together with the Senior Communications and Fundraising Officer you will plan and execute fundraising events, campaigns, and initiatives to achieve financial targets – and to mark the achievements of the last 40 years.

This role will also involve assisting in the management of Anawim's internal and external communications, social media, website and media opportunities. You will contribute to fundraising campaigns. Content will also highlight the complex and systematic issues our women face, for a wide range of audiences – so you will need to be aware of the latest developments in the women's sector. As part of this, you will need to engage with policies that affect the women we support and keep abreast of decisions and press interest in topics.

This role is part time and involves three days in the office with one optional day working from home, including the expectation that you will spend time networking and attending events on some evenings and weekends. We are open to flexibility with hours if needed. This is a new role which works closely with the Senior Communications and Fundraising Officer and other members of the team. The role will be managed by the Senior Communications and Fundraising Officer as part of the wider Project Management Team.

Key Job Responsibilities and Duties:

1. Team support

- Provide administrative and operational support to the Fundraising and Communications team.



2. Donor and Supporter Acquisition, Retention, and Stewardship

- Assist with the management of relationships and collaborations in the local community with groups, businesses and individuals to raise awareness and create a network of unrestricted financial support for the charity.
- Generate ideas for fundraising plans and concepts.
- Represent the organisation at events and networking opportunities.
- Assist with management of the website, social media channels and other communication channels -for example drafting posts, editing and proofreading.
- Support the management of financial community donations such as collection tins, QR codes and text donate.
- Assist with the supporter journey helping to provide the highest standard of supporter care, for example regular updates on the impact of their contributions, appreciation, and further information.
- Support the creation of materials to enhance donor communications including publications, visual media, impact information and fundraising resources, leading on regular fundraising mailing campaigns.
- Support with monitoring and analysis of the success of internal and external fundraising events and activity.
- Support the wider Fundraising and Communications team with prospecting for potential funding, reporting on current grants and applications for new ones, as required.
- Record data on Anawim's internal Beacon database, including reporting on analytics, donations and other stats.
- Ensure compliance with fundraising legislation and GDPR at all times.

3. Internal Engagement

- Contribute to the culture of philanthropy within the organisation by cultivating strong relationships with staff, volunteers, trustees and Anawim's women. Provide support to staff or women-led fundraising initiatives and events.
- Communicate Anawim's brand consistently.
- Support the maintenance of Anawim's internal communications channels, including the fundraising and events calendar and Viva Engage.
- Along with Anawim caseworkers, support Anawim's women to share their lived experiences ethically and sensitively through media opportunities, at fundraising events and within forums or consultations.
- Help to maintain a demand-driven library of fundraising resources and communications materials for staff, trustees and supporters.

4. External Engagement

- Take a role in planning and executing events to mark Anawim's 40th anniversary.



- Assist with Anawim's external publications including but not limited to: Anawim's annual review and impact reports, flyers, business cards, posters.
- Assist with Anawim's marketing materials such as merchandise, banners and branded event items.
- Assist with the management of Anawim's media enquiries.
- Work towards set KPIs to increase social media presence, including increased followers, engagement and content across Facebook, LinkedIn and Instagram.
- Schedule and publish posts across Anawim's social media channels.
- Monitor those channels and respond to enquiries.
- Review and update website content regularly (including course timetables, service delivery updates, vacancies, fundraising page, client/donor case studies and latest policies)
- Have an awareness of the wider women's sector. Be aware of relevant and recent policies, changes to legislation and news stories and their effect on the issues which Anawim seeks to address.

5. Team Working, Compliance and Professional Development

- Contribute to team planning, reflection and continuous improvement.
- Work closely with Fundraising and Communications colleagues to deliver the agreed strategy and annual workplan.
- Develop and manage a personal workplan, demonstrating accountability against agreed KPIs.
- Engage in relevant training, reflective practice and ongoing professional development.
- Participate in team meetings, planning and review sessions, and cross-organisational working groups as required.
- Represent Anawim professionally and in line with its values at all times.
- Ensure all activity complies with fundraising regulation, data protection and internal policies.
- Keep up to date with fundraising and digital fundraising trends, technology, donor/supporter behaviour as well as issues affecting the women and girls' and voluntary sectors.

It is in the nature of our mission that tasks and responsibilities are in many circumstances unpredictable and varied. All workers are therefore expected to be flexible so that when the occasion arises, tasks that are not specifically covered in their job description are undertaken. These additional tasks will normally be to cover unforeseen circumstances and should be compatible with the regular work of Anawim. If the additional responsibility becomes regular, it will be included in the job description in consultation with the employee.



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Location: Anawim, Balsall Heath, Birmingham

Factor	Essential	Desirable	Method of Assessment
Knowledge and experience	<p>Experience providing administrative or operational support in an office or charity environment.</p> <p>Basic understanding of fundraising and communications processes, including supporter engagement and events.</p> <p>Familiarity with digital communication platforms, social media channels, and website management.</p> <p>Experience in data entry and reporting, ideally using databases or CRM systems.</p> <p>Awareness of fundraising legislation, GDPR, and best practice in donor communications.</p>	<p>Knowledge of the charity or women’s sector.</p>	<p>A, I, R</p>
Skills and abilities	<p>Excellent organisational and time-management skills, with the ability to prioritise and manage multiple tasks.</p> <p>Strong attention to detail and accuracy in administrative work, data recording, and content creation.</p> <p>Good written and verbal communication skills, including drafting, proofreading, and editing.</p>		<p>A, I, R</p>



	<p>Proficient in IT, including Microsoft Office (Word, Excel, Outlook) and online platforms.</p> <p>Ability to work both independently and collaboratively as part of a team.</p> <p>Confident in engaging with external stakeholders, supporters, and community groups.</p> <p>Ability to learn quickly and adapt to changing priorities and requirements.</p>		
<p>Personal Qualities</p>	<p>Enthusiastic, proactive, and positive.</p> <p>Flexible, including for occasional evening or weekend working.</p> <p>Empathetic and sensitive to vulnerable women and diverse groups.</p> <p>Discreet and trustworthy.</p> <p>Strong interpersonal skills, able to build relationships across staff, volunteers, trustees, and supporters.</p> <p>Creative and resourceful, contributing ideas for fundraising and communications.</p> <p>Maintains excellent professional boundaries.</p>		<p>I</p>



Qualifications	GCSEs (or equivalent) in English and Maths, or equivalent practical experience.	Additional qualifications in administration, business, communications, or fundraising.	A, D, I
Commitment	<p>Passion for and commitment to Anawim’s mission, with a feminist understanding of the issues affecting the women we support.</p> <p>Work cross-organisationally and as part of a team.</p> <p>Commitment to anti-racist practice and inclusivity.</p> <p>Driven, confident, personable and professional.</p> <p>Willingness to travel and use public transport/access to own transport.</p> <p>Able to attend events and to give talks/presentations at short notice (including some evenings or weekends)</p>		A, I
Other	Basic Disclosure from the Disclosure & Barring Service.		A, D, I

Method of Assessment: A = Application Form D = Documentation I = Interview
T = Test/Exercise P = Presentation R = Reference