

Candidate Information Pack

Fundraising & Communications Manager



Picture above 1. Some of our team on a volunteering day out last year with partner, BIG Alliance, at Lumpy Hill playground.

Please find enclosed:

1. About us
2. About the role and about you
3. Terms & Conditions incl. salary, hours and benefits
4. Reference request
5. Equalities Monitoring form
6. Recruitment process

1. About us

Are you our next Fundraising & Communications Manager?

- Do you have experience in fundraising or a related role (sales, customer relations) and communications?
- Do you thrive in small teams where you can work with colleagues to manage a variety of projects and campaigns?
- Are you passionate about tackling issues around poverty and inequality?

If so, then you might be just the person we are looking for to join our small and ambitious team

About Islington Giving and Cripplegate Foundation

Islington Giving was launched in September 2010, pioneering new ways of raising money and bringing much needed resources into Islington. It was founded by a coalition of funders and is administered by Cripplegate Foundation, a highly successful, independent London grant-making charity.

Islington Giving is a coalition of local people and organisations, working together to raise funds, to support communities and projects, and to connect each other in Islington. We know that when we work together, we can create positive social impact. Islington Giving works *with*, not *for*, residents and together we invest in creating life-changing opportunities for everyone and reducing isolation across the borough.

Our vision is that Islington is a strong, connected community where everyone has the opportunity to live a good life.

Islington Giving's growing fundraising programme involves Trust & Foundation support, local businesses, and residents. We have raised over £9m since 2010. Our funding has been raised through a combination of support from trusts and foundations and fundraising from individuals, which has grown significantly in the last two years. We raised and distributed over £1.1m in 2020 alone, including through our Islington Giving Crisis Fund during the Covid-19 pandemic.

Cripplegate Foundation (a founding partner and administrator of Islington Giving) is a local grant-making foundation which now has an endowment of some £47 million. The Foundation's vision for Islington is of an equal borough where everyone can enjoy a life free from poverty and access the many opportunities on offer in their local area.

Across both Islington Giving and Cripplegate Foundation, we make grants of around £1.7m a year from our donations, investment income and on behalf of other local partners (including Islington Council).

Cripplegate Foundation and Islington Giving have a small, passionate, and talented staff team. Cripplegate Foundation is overseen by 15 Governors (trustee equivalent) who make a huge contribution to our success, and Islington Giving has its own board which includes representatives from leading coalition partners. Cripplegate Foundation covers all administrative costs for Islington Giving and manages its resources and programmes, including fundraising.

Why Islington?

Islington is full of opportunity, but can also be a tough place to live, with complex challenges.

- Islington ranks fourth nationally on income deprivation indicators for older people.
- 43% of children in Islington live in poverty. This is the third highest in London.
- Levels of depression and serious mental ill-health are the highest in London.
- Incidence of domestic violence is rising, and disproportionately affects women aged 18–44.
- Islington has just 13% of its land as green space – lower than any other borough in the UK

It is an exciting time to join us!

This is an exciting opportunity to join a small, yet dynamic team in Islington, London. In fundraising and communications, we are migrating to Salesforce later this year, a website refresh is underway, and we have recently secured some exciting new funding partnerships. In programmes, we are building on our resident-led approach, exploring even more ways to share power with our local community. As a result, the next few years promise to be pivotal in taking Islington Giving and the place-based giving movement even further.

This role is varied and interesting. We are keen to receive applications from individuals with different levels of experience. This will mean the role can be shaped by the right candidate. There are lots of opportunities to test, learn and innovate at Cripplegate Foundation and Islington Giving.

Find out more about our work at www.cripplegate.org and www.islingtongiving.org.uk

2. So, what will you be doing?

The Fundraising & Communications Manager role, like all our team, is crucial to the success of Cripplegate Foundation and Islington Giving.

- You will support the new strategies for Cripplegate Foundation and Islington Giving, by raising awareness, and raising funds so that, together, we can do more to tackle local poverty and inequality.
- You will be responsible for providing excellent experiences for our supporters and to engage and involve new supporters (60% of your time).
- You will also lead on the communications work of Islington Giving (20% of your time) and Cripplegate Foundation (20% of your time), alongside our Digital Communications Manager.

The nature of this post could shift to suit the skillset of the right candidate – whether your key strengths are in writing stories and impact reports, or developing new fundraising relationships, we'd love to have a conversation with you about how you can contribute to changing lives in Islington for the better.

Reports to: Director of Development and Communications

Team: working in the Development and Communications team, alongside the Director and the Digital Communications Manager

Main duties and responsibilities

Fundraising and relationship building

- To identify potential supporter groups for Islington Giving's work through research, one-to-one meetings, and wider events
- To develop and manage relationships with individual and corporate supporters
- To ensure timely, accurate and compliant administration of fundraising-related activity including processing and thanking donations from a variety of sources, management of enquiries from supporters and fundraisers, and day to day upkeep of our fundraising database (currently eTapestry, but Salesforce by end 2022)
- You will lead on our supporter communications to a high standard, and work closely with our Digital Communications Manager, who oversees our websites, social media channels and digital marketing campaigns
- Contribute to our annual income targets by securing gifts from individuals, Trusts & Foundations and local businesses
- Work with the whole team to produce compelling reports, updates, appeals and campaigns that engage our key stakeholders
- To work with the Director of Development and Communications on the creation and delivery of events for supporters when necessary
- To explore and develop new opportunities to raise awareness and funds from new organisations and individuals

Content development

- To manage the production of print publications including the annual Islington Giving impact report

- To work with Programmes colleagues to develop thematic content showcasing our work and the work we support
- To support and proofread content developed by colleagues

Supporter communications

- To work with the Islington Giving Development and Communications Director on supporter journeys
- To manage the thanking process of donors
- To use our CRM database to manage supporter care
- To write fundraising communications copy as necessary
- To use and manage content within the supporter database

Internal

- Ensure compliance with Fundraising Regulator best practice online, as well as the Data Protection Act (2018) in all digital communications (PECR and GDPR)
- Be an active member of the team, spotting opportunities to collaborate and celebrate success
- To keep a record of progress against tasks, and to be self-scheduling and self-administrating to ensure workplan is completed

External

- Keeping up to date on trends in fundraising and marketing
- Assist with the promotion of Cripplegate Foundation and Islington Giving events
- To undertake any other duties that may reasonably be requested

About you

To succeed in the role, you will have a passion for tackling poverty and inequality at a local level and the skills, knowledge and experience to help us to amplify residents' voices across the borough, sharing compelling stories and inspiring others to get involved. You will be working in a small team, so you will thrive in this post if you are flexible, a team player, and willing to be hands-on.

You will be a well-organised individual who is solutions-focused, with a passion for communications and fundraising. You will be comfortable working with competing deadlines and priorities, managing your own workload and the expectations of others.

We are interested in hearing from people who have a range of experiences including, but limited to the following:

Experience and abilities

- Experience of working in a fundraising and communications (or related role) for at least 4 years
- Strong communication skills, with the ability to engage and inspire a range of audiences (Cripplegate Foundation and Islington Giving connect with different audiences across a range of activities)
- Excellent IT skills with some experience of using Microsoft office
- Experience of using and managing CRM databases
- Experience of using Mailchimp or a similar platform

Desirable

- Either living in Islington or a knowledge and love of the borough of Islington
- Experience of creating effective donation journeys within a fundraising and charity communications environment more broadly
- Branding and design of online and printed assets
- Event creation, planning and delivery

Personal qualities and approach

- An excellent team player with a collaborative approach to the overall fundraising and communications portfolio
- Self-motivated and able to work independently with good time management skills
- An excellent project manager
- A confident communicator with great interpersonal skills
- Commitment to the values and mission of Cripplegate Foundation and Islington Giving – making a better life for everyone within the borough

We value diversity, equality, and inclusivity. Applications are especially welcomed from underrepresented backgrounds, including but not limited to gender, race, age, sexual orientation, disability, and religion. Please let us know if you require any further support with this application, or the role.

3. TERMS AND CONDITIONS

The appointment is subject to an initial six-month period of probation, during which performance will be regularly reviewed. The hours worked are flexible by agreement with the Director of Development and Communications. On completion of the probationary period, notice will be one month on either side.

| | |
|----------------------|---|
| Hours: | This role is offered full-time (35 hours per week) or part-time (21+ hours) |
| Salary: | £33,000 - £44,000 per annum pro rata depending on experience |
| Holiday: | 25 days pro rata, plus 3 days paid leave over Christmas |
| Pension: | Employee pays at least 5% of salary and Cripplegate Foundation contributes 3%; this increases to 10% after completion of probation |
| Reporting to: | Director of Development and Communications |
| Working with: | Working alongside the Digital Communications Manager, within the Development & Communications team, as well as working closely with colleagues from the Programmes & Resources teams |
| Location: | Flexible with some office and remote working. There is currently a general expectation for working from the office for 50% of your working hours. The Cripplegate Foundation offices are located in the heart of Angel, Islington at 13 Elliott's Place, Islington N1 8HX |
| Training: | Appropriate training to support the post holder in the role will be offered and agreed with the Director. |

4. REFERENCE REQUEST

Please give the names and addresses of two professional referees, one of whom should be your current or most recent employer. References will only be contacted should you be offered the post after interview.

| |
|---|
| Name: |
| Position: |
| Company/Organisation: |
| Address: |
| Email: |
| Telephone: |
| In what capacity do you know this person? |

| |
|---|
| Name: |
| Position: |
| Company/Organisation: |
| Address: |
| Email: |
| Telephone: |
| In what capacity do you know this person? |
| |

SIGNED:

DATE:

Please note that knowingly giving incorrect information on this application could lead to termination of employment.

Equal Opportunities Monitoring Form

Strictly confidential

To help us ensure that our equal opportunities policy is being carried out please complete all parts of this form. The information given will be kept strictly confidential and only for monitoring purposes. Your response to this is entirely optional. **It will not be used as part of the selection process.**

Cripplegate Foundation takes data privacy seriously and works in accordance with associated legislation, including the GDPR and the Equality Act (2010). You can view our full Privacy Statement here.

Job applied for: _____ Advertised where? _____

1. Gender: What is your gender?

Female Male Intersex Non-binary Prefer not to say

If you prefer to use your own term, please specify here: _____

2. Disability: A disabled person, under the Equality Act 2010, has a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. **Do you consider yourself to have a disability?**

Please put an x the appropriate box.

Yes No Prefer not to say

If you answered 'Yes' please describe the nature of your disability:

This information is requested for monitoring purposes only – if you need any reasonable adjustments, you should arrange these separately.

3. Sexuality: What is your sexual orientation?

Heterosexual Gay Lesbian Bisexual Prefer not to say

If you prefer to use your own term, please specify here: _____

4. Age: Please put an x the appropriate box

Under 25 25–34 35–44 45–54 Over 55

5. Ethnic group: Please put an x in the appropriate box to indicate your ethnic background. (*Categories taken from 2011 census*).

| Asian or Asian British | Black or Black British | White | Mixed | Other ethnic group |
|---|--|---|--|---|
| <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Chinese <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Other Asian background, please specify: | <input type="checkbox"/> African <input type="checkbox"/> Caribbean <input type="checkbox"/> Other Black background, please specify: | <input type="checkbox"/> British <input type="checkbox"/> Irish <input type="checkbox"/> Gypsy/ Traveller <input type="checkbox"/> Other White background, please specify: | <input type="checkbox"/> White/Black Caribbean <input type="checkbox"/> White/Black African <input type="checkbox"/> White/Asian <input type="checkbox"/> Other Mixed background, please specify: | <input type="checkbox"/> Arab <input type="checkbox"/> Other ethnic group, please specify: |

Thank you for completing this form. It will be filed separately from your application.

5. The Recruitment Process

Timetable

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|---|---------------------------------------|
| Deadline for applications | 10am, Monday 25 July 2022 |
| Interviews (1 hour Q&A format) with Director of Development & Comms and Digital Communications Manager, followed by a 15-minute chat with two colleagues from different departments | Week commencing 01 August 2022 |
| Potentially a follow up interview with the Director of Cripplegate Foundation & Islington Giving, Sarah Benioff | Week commencing 08 August 2022 |
| Decision made & successful candidate notified | Monday 15 August 2022 |

To Apply

Cripplegate Foundation is committed to best practice in Equality, Diversity, and Inclusion We are an equal opportunity and London Living Wage employer. We actively seek and encourage applications from candidates from diverse backgrounds and are keen to ensure that all those that represent the Foundation reflect the communities we serve and the wider community we work in at every level within the organisation.

If you would like to apply for this role, please submit an **up-to-date CV** and **short cover letter** of no more than 2-pages of A4 outlining your suitability for this role.

Please send these two documents as well as the Equalities monitoring form and references form, **by 10am on Monday 25 July 2022**, to recruitment@cripplegate.org.uk

Information

For more information or for an informal chat, please contact lisa.robinson@islingtongiving.org.uk or call me on 020 7288 6941