



Fundraising & Communications Manager Job Description

Salary:	Circa £36,000 per annum (FTE) depending upon experience
Hours:	28-40 hours (we are open to flexible arrangements if a part-time role is preferred)
Contract:	Permanent
Annual Leave:	25 days per year plus bank holidays (FTE)
Responsible for:	Fundraising and Communications Officer
Location:	London Borough of Brent (office based and occasionally off-site), with 1-2 days a week working from home.

About the Role

This is an exciting opportunity for an experienced Fundraising and Communications Manager who identifies with Sufra's mission to fight poverty and build community. A key focus of the role is the development of our donor management systems and corporate partnerships, whilst providing strategic oversight of the charity's internal and external communications. Bid-writing expertise is desirable but not essential.

We are looking for a highly effective individual with demonstrable and relevant fundraising experience, as well as excellent planning, organisational and people skills. The Fundraising and Communications Manager will ensure we take a strategic approach to fundraising that ensures the charity's income will support our growth and development in the years ahead, in line with our 2030 Strategy.

This is an immensely rewarding role working in a dynamic charity built on an ethos of sharing, hospitality and inclusivity. It would suit someone with the skills to shape the future of fundraising at Sufra, whilst working collaboratively with the wider team and going the extra mile when necessary. We are a small, passionate team driving fast-paced programmes to meet our communities needs in Brent.

This is a great opportunity to bring established skills and experience to bear in a local organisation undertaking groundbreaking work in a range of exciting areas. The Fundraising and Communications Manager will work alongside colleagues with a wealth of experience at Sufra, and will collaborate closely with the local community and a wide range of local partners and donors. Your input and



collaboration will support the charity's work developing innovative food access models and civic engagement programmes, as well as our efforts campaigning to change the policies that perpetuate poverty.

We offer a wide range of employee benefits including:

- Excellent annual leave entitlement
- Pension scheme
- Employee Assistance Programme
- Death in Service benefit
- Flexible working
- Opportunities for training and professional development

How to Apply

To apply for this role, please submit the following documents by email to admin@sufra-nwlondon.org.uk.

1. An up-to-date CV
2. A short Covering Letter (no more than 2 sides) which outlines your motivation for applying and your suitability for role
3. [Equal Opportunities Form](#)

The deadline for applications is September 19th.

We appreciate the effort that is put into applications and so we endeavor to let everyone know the outcome of their application, even if you are not being invited to interview however due to the number of applications received, this may not always be feasible.

About Sufra

Sufra NW London is a local charity established in 2013 to address both the causes and consequences of impoverishment in the community.

Based on St. Raphael's Estate, the London Borough of Brent's most disadvantaged neighbourhood, our services aim to prevent hunger, fight poverty and build community – by working with families living in poverty, asylum seekers and refugees, and people experiencing homeless and social isolation.



With the help of our volunteers and partners, we coordinate a network of food banks, kitchens, a community shop and café. These act as a gateway for guests to access more holistic support – including welfare advice, asylum support and our award-winning community garden.

We aim to work with our guests to find solutions to their challenges together, whilst campaigning against the causes of hunger and poverty. Our services include:

Food Bank and Community Shops: Through our two food bank hubs and our community shop, we improve access to food for thousands of people who cannot afford the basic cost of living.

Community Kitchens and Café: We serve a freshly cooked nutritious two and three course meals every across multiple venues in Brent, mainly to people who are homeless, socially isolated, food bank users or those in debt or claiming benefits.

Welfare Advice Service: Our Advice Workers help people address the underlying problems that led them to our Food Bank – such as benefit disruptions, housing problems and other financial difficulties.

Refugee Support: The OpenARMS (Asylum Seekers, Refugee and Migrants) Programme aims to empower guests to become independent and to build a new life in our local community.

St. Raphael's Edible Garden: In our thriving Community Garden, we offer horticulture courses and volunteering opportunities for local residents and people with additional mental/physical health needs. The space includes a teaching yurt, a wildlife pond, a chicken coop (with 20 egg-laying hens), an orchard and an abundance of raised beds for growing vegetables and fruit.

Community Wellbeing Project: The Community Wellbeing Project, launched in February 2023, is a local support hub offering relief from the rising cost of living for local families. Through a £4/week membership, members have access to a range of support including a Community Shop, Community Café and Advice and Guidance through an extensive timetable of partners in the space.



Duties & Responsibilities

Develop Sufra's individual giving, corporate partnerships and community fundraising activities; strategically manage and support all internal and external communications; work alongside our bid writers and other staff, and line manage our Fundraising and Communications Officer.

Fundraising (approx. 70% of the role)

- Establish, manage and deliver effective strategies for donor management, corporate fundraising and community/digital fundraising, addressing all relevant donor audiences and fundraising methods and techniques.
- Review and improve our Corporate Volunteering package to improve the experience, generate more revenue, and engage new businesses across Brent and London.
- Agree and deliver realistic and achievable fundraising targets in line with the charity's strategic objectives.
- Develop corporate sponsorship packages, develop new corporate partnerships, and manage relationships with existing corporate partners and sponsors.
- Support the development of a donor CRM (Beacon) to track and improve all aspects of individual giving.
- Develop new and existing relationships with individual donors (including high net worth individuals), and establish systems and procedures for stewarding a positive supporter engagement journey and driving high levels of satisfaction and loyalty.
- Support the Fundraising and Communications Officer and other staff in planning and delivering digital appeals and fundraising campaigns.
- Support the Logistics and Partnerships Senior Manager to leverage more Donations in Kind, (with a focus on nutritious food) from new and existing corporate relationships.
- Coordinate annual appeals and develop new community fundraising opportunities in line with our fundraising strategy and budget, working in collaboration with existing staff.
- Lead on the planning and execution of community fundraising events (internal and external).
- Liaise with and support the bid-writing team as necessary.



Communications (approx. 20% of the role)

- Oversee the development of comprehensive communication and social media strategies to drive impact and positive change in line with our long term strategy; and support relevant staff to ensure the effective delivery of these strategies.
- Champion on-brand messaging that resonates with our target audiences and oversee the coordination and effectiveness of all internal and external communications.
- Work with the wider team to ensure that key impact statistics are identified and communicated consistently and accurately.
- Oversee the design and publication of all high-level communication materials, including key digital/physical content and publications such as our Annual Review; ensuring that all text is engaging, impactful and written to high editorial standards.
- Work with staff to ensure we deliver impactful, advocacy-oriented communications across all services and for key activities and events.
- Lead on PR and build relationships with journalists and media outlets/platforms to amplify our work and influence key audiences.
- Monitor and evaluate the impact of communications, fostering a proactive and positive approach to learning and improvement.

Other (approx. 10% of the role)

- Provide line management and ongoing support to the Fundraising and Communications Officer.
- Ensure all fundraising and communications activities are expertly planned and executed within budget and meet donor requirements.
- Develop and manage fundraising and marketing budgets and work alongside the Finance Manager to track progress against income targets.
- Develop effective working relationships with colleagues across all departments to foster an environment of collaboration, learning and development to deliver the highest quality communications.
- Produce regular progress reports for the Director and the Board of Trustees.
- Attend external meetings and events as needed to communicate our work to new and existing audiences and potential donors, including in the evening or at weekends if occasionally required.
- Undertake any other reasonable duties to support the operations of the charity.



Person Specification

Competency	Specification	Essential	Desirable
Education	Educated to degree level		X
	Accredited Fundraising and/or Communications Qualification OR Equivalent Experience	X	
Knowledge & Experience	3+ years of relevant fundraising experience in a charity of a similar size or larger than Sufra	X	
	Experience in the strategic management of marketing and communications	X	
	Line Management and supervision	X	
	Budget Management	X	
Skills & Abilities	CRM development and management	X	
	Proven numeracy and data analysis skills	X	
	Excellent written communication skills, including writing creative and impactful copy	X	
	Ability to work with others collaboratively	X	
	Advanced IT Skills (Microsoft Office, Teams, SharePoint, Mailchimp, CRM systems)	X	
Attitude	Honest and Trustworthy	X	
	Positive, Friendly & Hard-working	X	
	Able to work in a fast-paced environment and manage different projects at once	X	
	A self-starter with a can-do attitude	X	
	Commitment to the Values of Sufra	X	



Your Data

Sufra will use the information you submit to us to consider your application for a job. You have rights to your data, its accuracy and control over our use. For full information about how we will ensure that all applicant data is appropriately and securely stored, handled and disposed of, see our privacy policy [here](#). By submitting an application, you are acknowledging you have read and understood our Privacy Policy, although you can withdraw your application at any time.

Eligibility to Work in the UK

Please note that Sufra is unable to obtain a work permit on your behalf and is not able to sponsor visas.

DBS Checks

Please note that if you do not consent to the use of an external validation service for a DBS check, then we may be unable to take your application further. Confirmation of employment will only be given on receipt of satisfactory evidence and checks being issued and references have been received.

References

Once an offer of employment has been made, you will be asked to provide the names and contact details of two referees. If possible, the first referee should be your present employer and the second referee a previous employer.

We are an equal opportunities employer and committed to safeguarding and promoting the welfare of vulnerable people. The post is subject to pre-employment and DBS checks.

[End]