



Job Description

Job Title:	Communications and Fundraising Officer
Base:	Age Concern Liverpool & Sefton headquarters
Hours:	17.5 hours
Salary:	£25,000 pro rata fixed term for 2 years
Accountable to:	Head of Development, Fundraising and Communications
Location:	The charity's head office is currently in Anfield, Liverpool but it is anticipated that this role will involve a mix of remote working alongside some attendance at our offices and sites.

Summary of Role

The Communications and Fundraising Officer reports to the Head of Development, Fundraising and Communications of Age Concern Liverpool & Sefton (ACLS) which is an incorporated registered charity. Following a period of recent change, the post holder will assist in establishing new approaches and processes in relation to raising the profile of ACLS and understanding of its work, as well as managing its community fundraising efforts.

The main purposes of the role are:

Communications

- To support the development and implementation of the communications strategy.
- Deliver a high volume and quality of media coverage and information to promote ACLS's services, campaigning, fundraising and other activities through a wide range of print, broadcast and online channels including the ACLS website and social media.
- Work collaboratively with staff and volunteers across the organisation to develop media stories and case studies which promote our work.

- Draft press releases and contribute to articles, providing high quality copy for a range of audiences.
- Organise photo calls, press launches and other media events.
- Develop our media channels to improve our reach across our target audiences and ensure they are kept relevant and up to date.
- Support the production and delivery of newsletters to volunteers and the community.
- Manage our email lists and distribution processes.
- Provide data and reports as required to support monitoring and evaluation of reach and impact.

Community Fundraising

- Assist in the development and implementation of the community element of ACLS fundraising strategy.
- Grow new supporters using digital channels.
- Manage the digital content calendar to support appeals and activities.
- Establish and manage a volunteer fund raising team and storytelling team.
- Develop and maintain a suite of operational procedures to support community fundraising.
- Maintain a calendar of fundraising events and deadlines.
- Develop and manage community fundraising resources.
- Provide data and reports as required to support budgetary processes and performance management.

Equality, Diversity, and Inclusion

- Ensure that all activities involved in comply with the values of ACLS and also respect the aims of the Diversity and Equal Opportunities Policy.

- Demonstrate an active commitment to improving equality and diversity within the organization and seek to maximize opportunities for increased inclusion.
- Ensure that all activities involved in engage with older people, ensuring their voices are heard, and to work together to use our skills to help them experience more fulfilling lifestyles.
- Approach, work with and strengthen our contact with communities which are considered hard to reach, therefore extending the range of our service.

Other Duties

- Undertake training and personal development to meet the emerging needs of the organisation.
- Undertake any other duties which are consistent with the level and nature of this position.