

Job title:	Communications and Fundraising Assistant
Responsible to:	Fundraising and Communications Coordinator
Responsible for:	N/A
Hours of Work:	28 hours (0.8 FTE)
Location:	Leeds
Salary:	FTE: £24, 479 FTE Actual salary: £19,583.20
Staff Benefits	<ul style="list-style-type: none"> • 27 Days annual leave (pro rata for part time) • Paid monthly External Supervision • 4% contributing pension • Employee Assistance Program • Quarterly Wellbeing activities • Training and development budget
Contract Length	Permanent, subject to funding

The Team – Income Generation, Comms & Admin Team

Basis Yorkshire is made up of 28 people, including our admin team. The admin and comms team covers day-to-day support to frontline workers, general administration, finance, communications and fundraising. As our frontline team has grown, we're looking to expand our admin team, particularly our comms and fundraising work.

- Deputy CEO - Amber
- Finance Manager - Simon
- Governance and Compliance Officer - Barbara
- Fundraising and Communications Coordinator – Phoebe
- Administrator – Lucie
- Finance Administrator - Dan
- Project Assistant (Year in Industry) – tbc

The Job

We're looking for a motivated and compassionate Communications and Fundraising Assistant to join our growing team at Basis Yorkshire, a unique and vibrant small charity working with people who sex work, and adults and young people being sexually exploited. We need a new member of staff to help us with communications and community fundraising, whether it's to promote our services, to fundraise within the community, or to promote a campaign to end stigma and other forms of injustice that those supported by the charity endure.

Our aim is to end stigma, create safety and promote empowerment. You will help us to communicate our message to a variety of audiences, from donors, to corporates, to the adults and young people we work with, at local, regional and national reach, and to generate income towards their needs.

Communications and marketing

- Work closely with the team to support the creation, implementation and evaluation of communications and marketing strategies and campaigns, across all areas of Basis Yorkshire's work.
- Write audience-focused, engaging and relevant content - news stories, campaign copy, email newsletters, website pages, external articles, press releases, social media posts and articles for publications and other organisations' channels to generate interest in our work and respond to calls to action (campaigning or funding).
- Support wide-ranging internal stakeholders with communications and marketing advice and guidance, and targeted plans to achieve their aims and objectives.
- Provide proof-reading to ensure all external content is in line with Basis Yorkshire's strategy and branding guidelines.
- Keep up to date with language use externally and advise on necessary changes to guidelines.
- Work with other teams to embed brand guidelines into their work as part of editorial process.
- Work with the Fundraising and Communications Coordinator to ensure the voices of the adults and young people remain central to all our external communications, ensuring this is done in an ethical, safe and appropriate manner
- Produce engaging content outlining key achievements and incorporating appropriate stories that show the impact of the charity's work.
- Monitor and measure all communications and marketing activities with support of the Fundraising and Communications Coordinator.
- Benchmark Basis Yorkshire's communications and marketing activities against wider external organisations, and best practice guidelines.

Digital

- Plan, deliver, monitor and evaluate digital communications, marketing strategies and campaigns in close collaboration with the Fundraising and Communications Coordinator and the Deputy CEO.
- Support the creation, monitoring and measuring of vibrant digital content across all Basis Yorkshire channels, liaising closely with the frontline delivery staff and management team.
- Plan, write and evaluate email marketing campaigns and newsletters for target audiences.
- Deliver website content and updates as required, working with colleagues to ensure these meet the needs of target audiences and campaigns.
- Create visually impactful content for our social media channels, whether designing graphics or short form video content.
- Deliver audience-focused social media content using effective scheduling, monitoring and evaluation tools and ensuring best practice.
- Support colleagues across the organisation, answering enquiries on our channels.
- Work closely with partner organisations, to deliver collaborative digital and other content and campaigns, based on audience need.

- Working with the Fundraising and Communications Coordinator to support fundraising events, both organised by Basis or by an external party.
- Communicating with external community fundraisers (student societies, local businesses, individuals etc.) to ensure fundraisers feel supported.
- Researching potential new income generation streams, whether grants/bids or community-based opportunities.
- Provide administrative support to prospect fundraising activities, including gathering and collating information to support the development of fundraising opportunities, liaising with venues and participants.
- With the support of the Fundraising and Communications Coordinator, maintain and develop accurate donor records within the CRM system, building a strong understanding of system structure and data integrity, including preparing data for import and export, and producing reports to support fundraising activity.
- Provide proof-reading support with bid writing.

General

- Have a strong understanding of the context which Basis Yorkshire works in, and the political, social and financial environment in which it exists, to inform the tone and content of our work.
- Carry out other general communications, marketing and administrative tasks that may arise.
- Ensure all data is used in a way that is consistent with information governance legislation and internal guidelines.
- Contribute to team meetings and organisational priorities, strategic goals and performance targets
- Actively engage in regular internal and external supervision to support professional development and reflective practice.
- Support and provide supervision for volunteers.
- Be flexible within the broad remit of the post.
- Ensure that finance and resources are used effectively and within budget.
- Work collaboratively on projects and priorities with your line manager which may vary from time to time.
- Be proactive in keeping up to date with and generating development relating to your work (including policy updates).
- Abide by organisational policies and practices, and our values.
- Support diversity and equality of opportunity in the workplace.
- Ensure that effective safeguarding procedures are in place and are acted upon.

Person Specifications	Essential	Desirable	Where Evidenced?
EXPERIENCE			
Creating content for a variety of audiences	X		Application and Practical Test
Experience editing and proof-reading the work of others	X		Application and Practical Test
Organisational social media experience	X		Application and Interview
SKILLS, ABILITIES AND KNOWLEDGE			
Excellent visual, written and verbal communication skills	X		Application and Practical Test
Basic graphic design skills and knowledge	X		Application and Practical Test
Able to create high-performing content – online and offline		X	Application and Practical Test
Knowledge of website content management systems and email marketing (e.g. Mailchimp)		X	Interview
Microsoft Office, including Word, Excel, Outlooks and PowerPoint skills	X		Interview
Experience with Canva or similar graphic design software	X		Application and Practical Test
Knowledge of social media scheduling and monitoring tools		X	Application and Interview
Creative and innovative thinking and planning skills	X		Interview
The ability to work independently and as part of a team	X		Interview
Understanding brand guidelines and tone of voice	X		Interview
Understanding of people who sex work, and adults and young people who have been sexually exploited		X	Application and Interview
An awareness of community fundraising methods and systems, such as JustGiving		X	Application and Interview

PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS			
The ability to work under pressure and to deadlines	X		Application and Interview
Creative, hardworking and organised	X		Interview
Committed to working as part of a team	X		Interview
Flexible and adaptable	X		Interview
Committed to Basis' values	X		Application and Interview
Commitment to equality, diversity, inclusion and fairness to all	X		Interview
Commitment to safeguarding	X		Interview
Personable, approachable and professional	X		Interview