



JOB DESCRIPTION

Job Title:	Fundraising & Marketing Co-ordinator (Choirs Support Team)
Reporting to:	Director, Choirs Support Team
Hours:	37.5 hours (full time, with some evenings and weekends)
Salary:	£30,675 per annum
Location:	Central - London City
Contract:	Permanent

BACKGROUND & ROLE SUMMARY

The Military Wives Choirs (MWCs) bring women in the military community closer together through singing. We are a unique and special network of 74 choirs across the UK and internationally in which women can come together to sing, share and support each other, wherever they are.

The Choirs Support Team are here to *enable* the network of MWCs. We strive to provide the best possible experience for members. We develop projects that bring women from different choirs together across the network, recognising we are stronger together. We are an independent subsidiary charity of SSAFA, who provide us with facilities, HR, IT and finance support.

In this key role you will have responsibility for driving the Choirs Support Team's internal and external engagement with all key stakeholders, whilst working with the Director to develop and deliver fundraising income that help us survive and thrive.

Fundraising development will range from playing a key role in creating fundraising events to designing materials and key messaging that will create friends and supporter networks for the charity.

You will oversee the protection and promotion of the MWCs brand internally, as well as across all social media platforms, print & radio media as well as working with creative partnerships that deliver a myriad of performance & brand opportunities to the charity

This is a varied role and it would suit a confident and experienced communicator who relishes being busy and creative

KEY RESPONSIBILITIES

Choir network communications and support

1. Design and disseminate materials for use by all MWC choirs to promote events, raise awareness and funds and support local choir recruitment
2. Support the work of the choirs locally to raise their profile by providing guidance, advice and encouragement for their media and fundraising activities
3. Help members to feel connected to each other through using social media and e-mail
4. Creating communications platforms to support and promote centrally organised events
5. Manage our existing network newsletter 'One Voice' and develop new regular newsletters for our committees, MDs and supporters
6. Ensure all our internal communications are warm, friendly and reflect our ethos of 'Sing, Share, Support'

External communications

1. Implement a proactive and reactive PR plan for the Military Wives Choirs network, in partnership with the trustees and Choirs Support Team: this includes working with choir members and both the national and local press to collect/place stories and run campaigns
2. With the Choirs Support Team and Trustees, develop key messages that will help us to tell our story (and our members' stories) to the public
3. Liaise with national and local press to promote centrally organised events for the choir network.
4. Work with local choirs to co-ordinate local advertising of centrally organised events
5. Produce high quality marketing materials for the organisation, our choirs and our projects
6. Maintain, update and develop the MWCs website in line with trends and visitor behaviours
7. Deliver a cohesive, supportive and exciting social media strategy across all existing MWC platforms
8. Ensure all our external communications are warm, friendly and reflect our ethos of 'Sing, Share, Support' as well as being consistent and 'on brand'

Fundraising

1. Alongside the Director and trustees, grow our network of corporate and individual supporters
2. Proactively seek, initiate and follow up on partnership and support opportunities including working with other military charities
3. Engage relevant trusts or foundations in our work and draft funding applications as appropriate
4. Working with the Director to develop and manage a 'Friends' individual giving scheme for the organisation, including thanking and recognising donors, sending out newsletters and recruiting new 'Friends'
5. Oversee the collection, analysis and secure storage of supporter contact details so that we comply with data protection laws
6. Working with colleagues to organise fundraising events as appropriate

As a small team, we expect all team members to pick up other duties commensurate with their skills and capabilities and be flexible, adaptable and willing to take on new challenges.

PERSON SPECIFICATION

Experience	Essential	Desirable
At least 2 years' experience in a PR, media or communications role	*	
Experience of managing web and social media content for an organisation	*	
An excellent understanding of communication channels and methods	*	
Experience of working to tight deadlines	*	
Fundraising experience		*
Degree educated (or equivalent)		*

Skills & Personal Attributes	Essential	Desirable
First class communication skills (written and verbal) and listening skills	*	
A passion for the Military Wives Choirs, our mission and vision	*	
A proactive and positive approach, with resilience and empathy	*	
A collaborative approach and a willingness to be guided by the best interests and views of the choir members	*	
Advanced MS Office Skills (Word, Excel, PowerPoint, Office 365)	*	
Experience of the military community either as a serving personnel or a family member of a serving personnel		*
Full driving licence and access to own vehicle		*