



Fundraising and Communications Manager

Recruitment Information Pack

July 2021

Charity Number 1171042

About Bright Shadow

Bright Shadow is a ground-breaking arts charity at the forefront of the dementia positive movement, offering creative opportunities to people living with dementia. Based in East Kent and now in our thirteenth year, our original Zest sessions are independently proven to boost wellbeing. We are proud to have been regularly recognised for the quality and innovation in our work, most recently as the inaugural Arts and Culture Organisation of the Year at the Dementia Friendly Kent Award in October 2019. **Our mission is to enable people living with dementia, and those affected by it, to live well and to thrive.** We do this by:

- **Delivering high quality creative sessions in the community for people living with dementia and their friends and family (Zest Communities).**

In our Zest Community Sessions, delivered weekly in four Kent locations we connect professional artists to people living with dementia and their families. Working in collaboration on ideas suggested by participants, the groups work on a series of projects a year in visual art, theatre, dance, music, writing, etc. and then share their work with each other, with families, care professionals and the sector in two celebration events each year called Zest Together.

- **Delivering high quality creative sessions in care homes for people living with dementia (Zest Care Homes).**

In our Zest sessions for care settings, we invite participants to come on a themed journey into the imagination with us. Using lots of sensory props, singing and storytelling our skilled artists take people on adventures to desert islands, world cities, festivals and sporting events - stimulating engagement, boosting interaction and generating fun and joy.

- **Delivering training and resources for care, arts and community organisations on creative approaches to supporting people living with dementia.**

In our training we aim to share the skills and approaches we use in our Zest sessions with those working in caring, arts or community roles to demonstrate that playfulness, improvisation and meaningful activity can be the basis of all our interactions when

supporting people living with dementia. Our Bright Boxes are comprehensive step-by-step multisensory activity packs for carers to use to engage with clients/relatives.

• **Advocating for more creativity in the care of older people and people living with dementia.** We deliver this through research, collaboration and networking.

Bright Shadow is led by Clare Thomas supported by a strong, committed and active board of Trustees, chaired by Alison Culverwell; our treasurer Eddi Taylor is an accountant with a top twenty firm. An advisory group of people living with or affected by dementia reports to the board. We have a truly dedicated and caring small team of that works very effectively for the benefit of our valued participants. We undertake continuous monitoring and evaluation, including by expert external researchers to ensure that we are constantly learning and developing our practice, and to measure our impact.

Job Description and Person Specification

Job Title:	Fundraising and Communications Manager
Location:	Herne Bay office (Some home working negotiable)
Responsible to:	Chief Executive
Hours:	Part Time, 3 days per week/0.6 FTE (22.5 hours per week)
Salary:	£30,000 (pro rata)
Contract:	Fixed Term for 12 months
Probation Period:	Six months
Holiday Entitlement:	28 days holiday (pro rata, including bank holidays)
Pension:	3% employer contribution
Safeguarding:	This post is dependent on enhanced DBS clearance

WHAT'S MY ROLE?

Working closely with the Chief Executive, you'll work to ensure our sustainability, by maintaining and developing a variety of income sources, including trusts and foundations, commissioning, government funding, sponsorship, high value donors, earned income and community fundraising. You'll lead on developing our brand, audience and public profile, devising appropriate fundraising and marketing materials and strategies, which build on our existing relationships and create new ones. You'll

enjoy working as part of a small team, be passionate about Bright Shadow's work, and help us to grow.

WHAT AM I ACCOUNTABLE FOR?

- Developing a long-term fundraising strategy that delivers a diverse portfolio of income.
- Achieving agreed annual income targets - maintaining funding for our established programmes as well as seeking new funding to help us to grow.
- Keeping the funding pipeline healthy by carrying out research into new opportunities and meeting application deadlines.
- Managing grant agreements/contracts, maintaining a log of funding reporting requirements and leading on all reporting to funders in a timely fashion.
- Developing a culture of fundraising and giving within the organisation.
- Advancing our earned income potential through developing products and services.
- Immersing yourself in the work of the organisation and listening to the needs and wishes of beneficiaries, in order to be familiar with our services and to act in a person-centred way.
- Staying up to date with current best practice, opportunities and trends to support the development of project proposals.
- Building and supporting relationships with key external stakeholders, including trusts and foundations, delivery partners, commissioners, other local agencies and partnership groups.
- Leading the development and delivery of our strategic communications plans to raise the charity's profile, promote the work of the charity, reach more beneficiaries and support our fundraising efforts.
- Leading on the development and integration of our communications systems and tools, including database, website and social media platforms to ensure we achieve participation and income targets.

- Developing appropriate cases for support, case studies, presentations and fundraising materials as required to support participation targets and income generating activities.
- Providing reviews and reports on progress in relation to sustainability and participation and on the outputs, outcomes and the impact of the charity.
- Representing Bright Shadow at key meetings and networking events as required.
- Complying with guidelines and legislation, ensuring that all fundraising is carried out on an ethical basis.
- Carrying out any other duties that support the growth and development of the organisation as deemed appropriate.

WHAT WILL I BRING TO THE ROLE?

What's essential:

- Experience of developing and implementing successful income strategies.
- Experience of successfully raising and reporting on income, including writing a wide range of bids, reports and tenders, and managing online/community campaigns.
- A detailed understanding of charity fundraising and marketing models.
- Knowledge and experience of developing earned income streams, including products and services.
- Experience of developing and implementing a successful communications strategy, employing a range of marketing and media tools, including digital.
- Ability to network, establish and develop relationships with key stakeholders, referrers, contacts, suppliers, partners and funders.
- Good understanding of monitoring and reporting on outputs, outcomes and impact.

- Ability to build budgets and to understand and interpret financial information such as management accounts and annual accounts.
- Consistent attention to detail.
- Excellent verbal and written communication skills, including presentation/pitching skills.
- Positive, solutions-driven approach to addressing challenges.
- Proven ability to meet deadlines and prioritise workload.
- Competent and confident using a range of communications tools including Microsoft Office, databases, website content management software, and social media platforms.
- Sensitive to people's needs, diversity, confidentiality and the safeguarding of vulnerable adults.
- Willingness to learn and be flexible – we are a small team, which succeeds by working cooperatively.

What's desirable:

- Educated to degree-level, or equivalent.
- Knowledge or understanding of the experiences of people living with or affected by dementia.
- Successful arts funding experience.
- Successful government/health funding experience.
- A relevant fundraising qualification e.g. Institute of Fundraising.
- Able to travel locally and to attend occasional evening and weekend events to further the aims of the organisation and fundraising team (notice and time off in lieu will be given).

Equal Opportunities

Bright Shadow is committed to encouraging diversity, and eliminating discrimination, in both its role as an employer and as a provider of services. Bright Shadow aims to create a culture that respects and values each-others' differences, that promotes dignity, equality and diversity, and that encourages individuals to develop and maximise their true potential. We are committed to achieving and maintaining a workforce that broadly reflects the local community in which we operate.

As a creative organisation working with people living with or affected by dementia, we celebrate dementia culture and take a person-centred approach to ensure we meet individuals' access needs, unlock people's potential and create an environment where everyone can thrive.

We welcome applications from all sections of the community; especially from people with a protected characteristic, some of which are currently underrepresented within our workforce.

Safeguarding

Bright Shadow is committed to safeguarding those we provide a service to. Applicants will have to undergo an Enhanced DBS (Disclosure and Barring Service) check as well as provide two references. Applicants must be eligible to work in the UK in accordance with UK government Home Office guidelines.

Further Information

For an informal conversation about the role please contact clare@brightshadow.org.uk.

How to Apply

Please download an application form from our website and return this to recruitment@brightshadow.org.uk. If for any reason you do not receive acknowledgement of the safe receipt of your application, please contact recruitment@brightshadow.org.uk.

We would be grateful if you could also anonymously complete an Equality and Diversity Monitoring form and send it in a separate email to info@brightshadow.org.uk. These will be administered separately from the applications.

The application deadline is midday on Monday 16th August.

Shortlisted candidates will be contacted by Friday 20th August. If you have not heard from us by this date, then sadly you have not been shortlisted on this occasion.

Interviews are pencilled in for Thursday 26th August. We anticipate them being conducted face to face at our Herne Bay office according to the latest Covid-19 guidelines at the time.

Bright Shadow
Beach House
Beach Street
Herne Bay
Kent
CT6 5PT

01227 467272
info@brightshadow.org.uk



Bright Shadow Employment Application Form

Please carefully read the Job Description and Person Specification before completing this form.

Title of Job applied for:	
Where did you hear about this job?	

1. PERSONAL DETAILS

Surname:		First name:	
Former surnames if different:		Preferred first name:	
Address:		Tel No (home):	
		Tel No (work):	
		Tel No (mobile):	
		E-Mail:	
Nationality:		Nat. Insurance No:	
If you are not a British passport holder or do not have the permanent right to remain in the UK, you will require a work permit, visa or other evidence of your right to work in the UK.			
Do you need a work permit, visa or permission to be employed in the UK?			Yes
If you already have a work permit or visa, when does it expire? (Please note that your current work permit may not be valid for this post)			No

2. EDUCATION AND PROFESSIONAL QUALIFICATIONS

Secondary School / College / University	Dates		Examination taken	Result
	From	To		

Professional qualifications currently held: how obtained, grade and dates:

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Other relevant education or training courses, with dates:

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3. CURRENT OR MOST RECENT POST

Title of Post:			
Name of Employer:			
Address:	Salary:		
	Start Date:		
	End Date (if applicable):		
Please outline your responsibilities, to whom you are responsible and staff responsible to you (if applicable):			
Reason for leaving or wishing to leave:			
Period of notice required to terminate present employment:			
Please notify us of any dates you are unavailable for interview:			

4. PREVIOUS EMPLOYMENT

Name of Employer:		Position held:	
Address:			
Start date:		End date:	
Reason for leaving:		Final salary:	
Description of duties:			

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Name of Employer:		Position held:	
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Address:			
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Start date:		End date:	
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Reason for leaving:		Final salary:	
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Description of duties:			
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Name of Employer:		Position held:	
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Address:			
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Start date:		End date:	
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Reason for leaving:		Final salary:	
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Description of duties:			
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5. RELEVANT SKILLS, ABILITIES, KNOWLEDGE, EXPERIENCE

This information is used in the shortlisting of candidates for interview. Using the Essential Skills and Desirable Skills contained in the Person Specification, please give details of how your skills and experience meet the requirements of this post, ensuring that you address each of the points listed as essential.

6. PLEASE OUTLINE YOUR REASONS FOR APPLYING FOR THIS POST

7. WHAT ACTIVITIES OUTSIDE OF WORK INTEREST YOU?

8. DISABILITY AND ACCESS

If selected for interview, do you require any special arrangements to be made?	Yes	No
If so, please let us know how best to provide equal access during your interview and fulfil our obligations under the Equality Act 2010:		

9. REHABILITATION OF OFFENDERS ACT 1974

Have you any convictions that are not spent under the Rehabilitation of Offenders Act and which are not minor motoring offences?	Yes	No
If yes, please provide further details: [spent convictions do not have to be declared]		
<p>Your post will be subject to initial and ongoing Enhanced Disclosure checks with the Disclosure and Barring Service (DBS). If a disclosure reveals something that is not to the employer's satisfaction, your employment will be terminated. If you know of any reason why you would not achieve a successful Enhanced Disclosure from the DBS, please provide details on a separate sheet and attach to your application in a sealed envelope marked "CONFIDENTIAL".</p>		

10. REFERENCES

(Please provide two references, one should be from your current or most recent employer)

Title (Mr, Mrs, Ms etc.):		Title (Mr, Mrs, Ms etc.):			
Full name:		Full name:			
Job title:		Job title:			
Organisation:		Organisation:			
Address:		Address:			
Tel no:		Tel no:			
Email:		Email:			
Please state if we may obtain this reference prior to interview.	Yes	No	Please state if we may obtain this reference prior to interview.	Yes	No

11. DECLARATION

Are you a relative, partner or close personal friend of any employee of Bright Shadow or a Trustee? If yes, please give details of the name of the person and the relationship.			
I declare that the information given in this application form is true and complete. I understand that if I have given any misleading information on this form or made any omissions, this will be sufficient ground for terminating my employment.			
Signature:			
Name:		Date:	

The information provided by you on this form as an applicant will be stored either on paper records or a computer system in accordance with the Data Protection Act 1998 and will be processed solely in connection with recruitment.