**BWC APPLICATION PACK**

Thank you for your interest in a position with BWC (Brighton Women’s Centre)

In this pack, you will find:

* **Equalities and Data Protection Statement**
* **Staff Commitments**
* **Job Description**
* **Person Specification**

The Application Form and Equalities Form are included in a separate document which is the portion which will need to be returned to us.

Please be aware that all applicants must be able to legally work within the UK for the maximum term of the contract and that relevant documentation must be provided at interview in the form of a current visa or similar.

Application should be submitted via email to [hr@womenscentre.org.uk](mailto:hr@womenscentre.org.uk) by the date shown on the advertisement. Please quote the job title on the subject of the email.

For those who would prefer to handwrite their application, the application form can be printed from the website and returned via post to:

BWC

22 Richmond Place

Brighton

BN2 9NA

We do not accept CVs in place of an application form, although CVs can be submitted alongside an application if you wish. The application form will be used to shortlist and so all essential information contained within your CV which you wish to be taken into consideration, should be entered on the application form to ensure it is taken into account.

Specific examples of how you meet all essential and desirable criteria in the person specification should be stated in your application, as this will form the main basis of the short-listing process. The short-listing panel will also look for examples of how your experience broadly matches the requirements of the job description, although it is not necessary to give examples for each point of the job description, in the same way that it is for the person specification.

If you do not receive a response within two weeks of the closing date, please assume that on this occasion, you have not been shortlisted. We regret that due to resources and volume of applications, we are unable to write to unsuccessful applicants, but we do welcome future applications.

Further information about BWC can be obtained on our website [www.womenscentre.org.uk](http://www.womenscentre.org.uk)

Good luck in your application and thank you for your interest in BWC

**EQUALITY & DIVERSITY IN RECRUITMENT**

BWC is committed to inclusion and diversity and welcomes applications from people with relevant life as well as professional experience. People from Black and Minoritised Ethnic communities are underrepresented in our organisation and we particularly welcome applications from this group.

BWC is committed to promoting fairness and equality in all of its practices and to eliminating the potential for any form of discrimination to arise. As part of the recruitment process the name, contact details, the details of referees and the page with the Equalities Form will be all removed from your application and your application will be given an application number before forwarding on to the short listing stage. At least two people will individually score the application. The candidates who have the highest combined score above a set level will be selected for interview.

There may be a written or practical test at interview. In accordance with the Equalities Act 2010, should you require any reasonable adjustments to be made to support you in the interview process, please contact: [hr@womenscentre.org.uk](mailto:hr@womenscentre.org.uk) prior to interview.

**DATA PROTECTION ACT 2018**

BWC is committed to complying with the GDPR and the DPA 2018. We only use your information for the purposes specified on this form and detailed in our Privacy Notice. Please note that your application form will be stored securely, and the information you have provided will not be disclosed to any outside agency unless we are obliged to do so. Forms from successful applicants will be used as a basis for the personnel record. Forms from unsuccessful applicants will be destroyed after one year, with the exception of forms from applicants who have consented for their

details to be held on file for future vacancies; these forms will be held for a further six months.

**BWC STAFF COMMITMENTS**

**All staff will be committed to:**

1. Ensure that appropriate information, advice, and support is made available to women and children using the service, including where necessary therapeutic help and counselling.
2. Protect the interests of the children using the service, having full regard to their educational, childcare, health, leisure, and child protection needs.
3. Identify and respond to the needs of women and children using the service, promoting working practices which enable women to gain strength and confidence and to make informed choices about their lives.
4. Share a commitment to and responsibility for work which extends and develops BWC services according to our stated aims.
5. Ensure women are informed of services provided by other agencies, where appropriate referred to them, and supported in their dealings with them.
6. Uphold our equal opportunities policy and agreed anti-discriminatory practice guidelines.
7. Ensure that all staff and service users are aware of BWC's policies, rules, and complaints procedures, and that these are upheld and implemented.
8. A commitment to treat all staff and volunteers equally and with respect.
9. Maintain good relations with the local community, and with relevant women's and community groups, striving to learn from them and, in line with the Objects of BWC, meet their needs as they see them.
10. Uphold health and safety standards, providing a clean and safe environment for users of the service and staff, and also taking adequate precautions to maintain users' and staff's personal safety.
11. Ensure that appropriate boundaries are always maintained between service users and staff, that service users' privacy is respected, and that staff's personal contact details are not revealed.
12. Have a firm commitment to working within the organisation’s feminist theoretical perspective.

**JOB DESCRIPTION**

**Job title:   Fundraising and Communications Officer**

**Responsible to:   Director**

**Salary:  £32,500 FTE**

**Working hours:  35 hrs per week**

Occasional out of hours may be required.Local travel will be expected.

**Work location:** Brighton & Hove and wider Sussex

**Contract:** Permanent

**\*This post is restricted to self-identifying women only as a genuine occupational requirement under Schedule 9 paragraph 1, Equality Act 2010 and is subject to an enhanced DBS check.**

**Duties and key responsibilities**

**Job Summary**

The purpose of the role is primarilyto develop and support Corporate funding engagement in order to achieve funding goals. The role holder will also deliver our communications strategy through creation of marketing and publicity materials, creating digital content and providing guidance across BWC to ensure adherence to brand guidelines.

**Duties**

**Fundraising**

1. Develop and manage the BWC Corporate Stewardship plan to support strong and long-lasting relationships with corporate and individual supporters, delivering excellent customer care and developing supporters to maximise their potential.
2. Deliver net income targets and ensure unrestricted income.
3. Research, network, and connect at the appropriate level in businesses to establish long-term, high-value mutual partnerships.
4. Explore various forms of potential corporate support including strategic partnerships, sponsorships, cause related marketing, charity of the year and employee fundraising / volunteering.
5. Prepare and develop compelling presentations, and work with colleagues to win hearts and minds and inspire them to support our charitable purpose.
6. Oversee the development of individual giving and increase supporter engagement.
7. Create and update content across BWC websites with fundraising and service information (e.g. video, news stories, case studies) ensuring it meets the needs of target audiences, drives action and generates income.

**Communication and marketing**

1. Create, implement and evaluate our current communications and marketing strategies and support their embedding in our culture including a Communications Calendar of regular yearly campaigns i.e., IWD, BHM, International Day of the Girl, LGBTQIA+ etc.
2. Provide editorial guidance, editing and proof-reading to ensure all external content is in line with BWC brand guidelines and news and current affairs trends. This guidance should also keep up to date with language, particularly related to women’s and social issues,
3. Work alongside the Executive Assistant and Office Manager, supporting internal communication activities, and delivering on the internal communications strategy promoting cross-organisational sharing.
4. Support internal teams with communications and marketing advice and guidance, create presentations, service leaflets, and marketing materials as required to help them achieve their aims and objectives.
5. Support user-led story telling as part of content creation, including interviewing service users about their experiences and identifying opportunities to share women’s voices to ensure they are central to all our external communications.
6. Deliver audience-focused social media content using effective scheduling, monitoring and evaluation tools and ensuring best practice.
7. Monitor, respond, share, engage and comment on posts from other organisations and topical posts relevant to our work, according to our guidelines and with responsibility for reputation management.

**Monitoring, Reporting and Compliance**

1. Manage a fundraising budget ensuring it operates to agreed budgets.
2. Prepare regular Fundraising and Communications reports for the Board sub-committees with updates on the budget.
3. Benchmark BWC’s communications and marketing activities against wider external organisations, and best practice guidelines.

**General**

1. Work independently, managing your workload, time, and priorities and work flexibly, based in BWC offices, spaces or from home.
2. Act in accordance with BWC policies and procedures including understanding our legal obligations around safeguarding, health and safety and data protection.
3. Actively participate and contribute to ongoing learning and development through line management supervision, clinical supervision and reflective practice, undertaking all mandatory training and identifying own development needs and training opportunities.
4. Work at all times to promote equality, inclusion, and diversity.
5. Undertake all the necessary HR administration including completing/adhering to our online annual and sick leave records.

The list of duties in the job description should not be regarded as exclusive or exhaustive.  There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

*BWC periodically reviews job descriptions to ensure that they reflect the requirements of the role as the service develops.*

**Person Specification**

The successful candidate will have a track record of achieving fundraising goals by motivating people to contribute their time, skills and financial resources to a charitable cause as well as proven experience delivering communications and marketing strategy within the not-for-profit sector.

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| **Requirements** | **Essential** | **Desirable** |
| 1.Proven ability to fundraise for a charity or similar organisation. | ✓ |  |
| 2.Excellent verbal and written communication skills. | ✓ |  |
| 3.The ability to be proactive, seize and capitalise upon opportunities, react quickly and flexibly and translate these into an achievable plan of action. | ✓ |  |
| 4.A highly organised person who is confident, creative self-motivated and target driven. | ✓ |  |
| 5.Educated to degree level or equivalent or relevant professional experience. | ✓ |  |
| 6.The ability to win people over, to inspire them about the work of BWC and motivate them to contribute time, skills and financial resources. | ✓ |  |
| 7.Project management skills. | ✓ |  |
| 8.Current valid driving licence and full use of a vehicle, with a willingness to travel. | ✓ |  |
| 9.Ability to prioritise and manage workload, deliver to tight deadlines and manage conflicting priorities. | ✓ |  |
| 10.Personal sensitivity toward and empathy with the distinct ethos of BWC | ✓ |  |
| 11.Experience delivering communications and marketing strategies. | ✓ |  |
| 12.Experience of social media management including using scheduling and monitoring tools. | ✓ |  |
| 13.Experience of maintaining WordPress website CMS and optimising website content including news articles. Excellent IT skills including use of Word and Excel. |  | ✓ |
| 14.Analytical skills; able to undertake situational analysis and identifying opportunities for improved engagement. | ✓ |  |
| 15.Ability to use the following software packages, MS Office, Adobe InDesign and Photoshop, Canva. |  | ✓ |
| 16.Understanding of the Fundraising Code and GDPR and their impact in a charity fundraising context. | ✓ |  |

These criteria will be used for assessing applicants through both application form and interview. Please ensure you address all points.

*Probationary period: All posts within Brighton Women’s Centre are subject to a three-month probationary period.*

*This post is exempt from the Rehabilitation of Offenders Act (1974) as it involves access to vulnerable adults and/or children and successful applicants will be required to undertake an enhanced level Disclosure & Barring Service Check.  Applicants must be prepared to disclose any convictions they may have and any orders which have been made against them. Our organisation is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.*

**Appendix**

**About BWC:**

BWC delivers women centred services. We recognise that the women we support have complex and interrelated needs, with high incidences of trauma and abuse. We recognise women are the experts of their experience and ensure our services are co-produced and are based on what women tell us they need. Our approach is relational, holistic, and practical and takes account of the complexity of women’s circumstances, background, and experiences.

BWC have been delivering services to women for over forty-five years. We have extensive understanding of supporting women with multiple and complex needs to become empowered to turn their lives around: Leading the award winning Inspire project for women in the Criminal Justice System since 2009 and the Women’s Accommodation Support Service since 2015.

BWC are part of a national network of women’s centres and gender responsive providers committed to identifying best practice in ensuring women and girls with complex needs can access the right support, in the right place, at the right time.

BWC works in partnership with a variety of other organisations both statutory and voluntary.