

## ABOUT THE CHARITY:

Sullivan's Heroes charity offers fundraising support and financial assistance for families funding vital home adaptations for a disabled child, to continue to care for their child at home, safely and with dignity.

Based in West Sussex, the charity launched in February 2016. The charity has grown steadily since launching and supports increased numbers of disabled children year-on-year.

## Sullivan's Heroes aims to:

- Raise funds towards grants for disabled children, for families needing to adapt their homes to meet the child's care and health requirements
- Aid families financially by awarding grants to help meet costs for their child's building adaptation works
- Enable families to promote fundraising activities for their child's adaptations project by providing a fundraising website platform

## SUMMARY OF THE ROLE:

The Operations Manager role is key to supporting Sullivan's Heroes' development and operation as a Charity and managing it in line with its charitable purposes. As a small charity, the Operations Manager is responsible for a broad range of duties, with a core role of administration of applicants, fundraising, supporter engagement, accounting and budgetary control, external publicity and communications plus overall statutory compliance of the charity.

The Operations Manager is responsible for supporting and managing the day to day activities of the charity, together with sourcing new avenues for fundraising activities and prospective applicants.

The role encompasses the management of all the charity's communications including website maintenance and development, Public Relations, marketing and social media. The role includes initiating, organising and attending fundraising events and activities to further the charity's objects.

**DUTIES:****Management & Operations:**

1. Overall responsibility for managing the Charity operations and building all relevant relationships
2. Define and instigate positive management and organisational processes and procedures
3. Create resources and documentation as required relevant to legislative procedures and policies
4. Ensure the Charity is compliant with all statutory and regulatory requirements
5. Develop and maintain positive and effective working relationships with all Charity contacts to maximise benefit to the Charity
6. Liaise with applicant families and process all Charity Applications accordingly, providing the family with fundraising resources and information.
7. Support applicants throughout their adaptations process to ensure maximum funds are sourced to reach their fundraising target
8. Deal with all Charity enquiries via telephone, website, social media, email and post.
9. Liaise with Board of Trustees as relevant
10. Ensure all personnel engaged with the Charity are provided with the necessary information and resources for the tasks undertaken, and to promote the Charity to its maximum benefit.
11. Identify resource requirements and develop future resources

**Fundraising:**

1. Define and deliver Sullivan's Heroes' fundraising strategy and annual plan, with the objective of achieving or exceeding the set income targets.
2. Manage the charity's supporter engagement strategy and practices, with objectives of increasing supporter numbers together with increased donations through targeted campaigns
3. Communicate regularly and effectively to supporter database
4. Manage fundraising platforms and payment gateway partners
5. Source new fundraising platforms and partners to increase charity revenue
6. Source and develop funding opportunities through corporates, organisations and charities
7. Build relationships with potential funding sources to increase charity's income
8. Identify and apply for suitable funding opportunities to supplement charity's overall income
9. Identify and apply for relevant funding to supplement specific applicant's funds; applying to charities and organisations on behalf of the children supported
10. Organise and attend internal fundraising activities and events, which may occur during the evenings or at weekends
11. Liaise with external organisations surrounding fundraising activities and events, with attendance where appropriate, which may occur during the evenings or at weekends.

## Finance and Reporting:

1. Record and report all Ringfenced funds received for each individual applicant from relevant sources and advise specific family accordingly
2. Record and report all funds received to Sullivan's Heroes General Funds
3. Reconcile, record and report fundraising payments raised through partners
4. Manage and administer all Grant and Fundraising payments and reports to applicants
5. Manage and administer all receipts and documentation to funding sources
6. Prepare Accounts with Treasurer for annual submission to the Charity Commission
7. Create Annual Report for submission to Board of Trustees and Charity Commission
8. Manage Gift Aid submissions to HMRC; record and report all transactions within Accounts.
9. Manage budgetary control of expenditure and delivery of projects appropriately within the charity's objects
10. Monitor project and administrative budgets to include data analysis, evaluation, reporting and initiating actions as appropriate.
11. Analyse and evaluate effectiveness of marketing and fundraising channels, and instigating appropriate actions in response.
12. Report to the Board of Trustees, including preparing reports and organising meetings of the board.

## Marketing Communications:

1. Define, manage and deliver the charity's marketing communications strategy to the charity's benefit – through media, website and social media channels.
2. Build brand reputation and awareness of the charity
3. Liaise with all supporters, funding sources, applicant families and contacts to ensure maximum promotional opportunities, positive exposure and Charity benefit as relevant.
4. Manage production of all marketing and fundraising collateral from inception through to completion – including copy writing, artwork design and scheduling production plus liaising with suppliers to financial benefit of the charity.
5. Source, design and order promotional and fundraising items – such as banners, clothing, flyers, collecting tins and merchandise as required.
6. Source imagery and content from Photo Libraries where applicable
7. Brand Management – ensure correct usage of all charity logos, imagery and promotional materials by external partners and contacts to adhere to charity's identity guidelines.
8. Engage supporters and charity applicants in social media
9. Continual management and development of the charity website and fundraising platform – including administering all existing content, together with adding new content and developing new pages regularly.
10. Manage website as required to be compliant with fundraising partners and funding sources
11. Manage the charity's social media channels and content
12. Regulatory compliant Database management – including applicants; enquirers; supporters; corporates; charities, organisations; press and media contacts; fundraising contacts.
13. Public Relation activities – liaising with media contacts and partners to promotional benefit of the Charity.
14. Conducting and attending promotional and PR events to further awareness of the charity – including media articles, TV and Radio interviews. Events may be during the evenings or at weekends.

**Office Management:**

1. Design and produce all Charity stationery, documentation and resource materials
2. Manage stock of office consumables and order equipment as required
3. Manage stock of promotional and fundraising materials and items; dispatching and arranging return of these as required to charity contacts
4. Source and order all equipment and materials required for events
5. Conduct all administrative duties required for the charity

**REQUIREMENTS:****Knowledge and Experience:**

- A good working understanding of fundraising, communications, public relations and marketing – to include raising awareness, website and social media interactions
- Experience of managing budgets, spreadsheets and financial figures
- Empathy and an interest in disability
- Experience of Children's Services or a related setting such as social care, health, education or public sector would be beneficial
- Experience in implementing and managing marketing strategies
- Knowledge of organising events
- Understanding of Data regulations and GDPR

**Skills and Abilities:**

- Ability to use initiative to find solutions to challenges
- Confident to work both autonomously and as a key team player
- Recognition of opportunities to further the charity's objects in line with its charitable purposes
- Advanced experience in Microsoft Office Suite to include Outlook, Word, Excel and Powerpoint
- Skilled in Adobe Creative Suite to include InDesign, Photoshop, Illustrator, Premier Pro and Acrobat
- Experienced in Website Design and Management, with working knowledge of WordPress
- Excellent attention to detail and administrative skills
- Exceptional verbal and written communication skills, with the ability to present information to a wide audience and communicate at all levels
- Excellent interpersonal skills, with a strong aptitude for building and maintaining exceptional working relationships
- High level of numeracy and literacy
- Organised, adaptable and able to work to tight deadlines
- Ability to promote yourself, your work and that of the charity; being a positive role model within the community in line with the charity's objects

**REMUNERATION:**

£17,160.00 per annum – working 30 hours per week (including occasional evenings and weekends), over 48 weeks per year.