Job Advertisement: Communications and Fundraising Lead

Are you a highly-motivated communications professional who cares about supporting mental and emotional wellbeing? Sanctuary Mental Health Society (Sanctuary UK) is a mental health charity that equips churches to support mental health and wellbeing. We aim to help churches strengthen their response and adopt approaches which build inclusion and participation for those most impacted.

Sanctuary envisions a future where the Church plays a vital role in supporting mental health and wellbeing in every community. We equip churches through the provision of high-quality resources and training. Sanctuary is a global charity that has enjoyed significant growth, leading to the establishment of Sanctuary UK in 2020.

Our central offer, The Sanctuary Course, is a free course, accessible online, created by our team with experts in the field including mental health professionals, theologians, and people who live with mental health challenges. Sanctuary UK offers tailored training for leaders on wellbeing, and as an organisation we are committed to producing resources to engage conversations and facilitate change—including a youth resource scheduled to release in 2024.

Our approach is scalable. As a result, we connected with around 23,000 people in the UK last year, helping many churches in post-pandemic recovery.

The Archbishop of Canterbury is our patron, and we are committed to work across denominations and networks to support a diverse range of congregations.

We’re looking for a communications professional with a strong track record to help us expand our reach and audience through digital mediums, who can demonstrate the strategic insight needed to connect our potential audience with free resources and training. Determination, creativity, and initiative will be key, as is an ability to collaborate and flexibly support a growing organisation. One third of the time in the role will involve managing a grants application pipeline for low-to-mid-level trusts, together with developing our individual giving. The successful candidate will demonstrate a passion for the cause, and a determination to achieve our growth targets in the year ahead.

Application Process

Candidates are asked to submit a CV to corin@sanctuarymentalhealth.org with a brief cover letter, and address each element of the job specification. Interviews will then be conducted by panel, virtually. Candidates will be asked to showcase elements of their work in the form of a brief presentation—details will be given upon being successfully shortlisted. Closing date for applications is 27th April, shortlisting will take place on 28th April. Interviews will take place on 5th May.
JOB DESCRIPTION

Post: Communications and Fundraising Manager

Reports to: UK Director

Department: 
Length of Contract: 1 year, with plans to be made permanent, subject to funding.

Salary: £40,000 P/T (£24,000 pro rata)

Hours of Work: 21 hours

Place of Work: Hybrid or home-based, with occasional meetings in Central London. Core hours 10-3, days negotiable. At induction, it is expected that fortnightly visits will be required to Central London for the first three months, if the candidate chooses to work from home.

Purpose

The key purpose of the role is to help Sanctuary UK reach its potential audience of 50,000 UK churches by utilising our own communication channels and via relationships across church networks and denominations. The post-holder will also be responsible for growing our small grants applications volume and increasing our supporter base of individual givers. The post-holder will be responsible for developing our monthly digital newsletters and ongoing targeted campaigns, involving content developed in collaboration with our UK Director. In addition, we reach the UK audience through targeted social content in collaboration with a content lead in Canada.

All work is developed with essential input from the Canadian team, who oversee brand compliance and liaise with an in-house designer. The post-holder would gather and create story and blog content, and also advertise training opportunities online and in person.

At this point in our journey, we are keen to reassess our strategy to help us grow further and the successful candidate would take a lead on this area, with the input from the UK Director and Canadian team.

This is a role for a dynamic self-starter who can work collaboratively and flexibly, creating content related to wellbeing and mental health, promotion across church groups, denominations, and through other faith-based media. The role involves managing the communications budget to achieve cost-effective use of the tools available. In addition, the post-holder will share some administrative tasks including updating the supporter database and other occasional tasks required to help Sanctuary UK function.

Communications and Content Creation
• Developing and delivering a UK strategy to expand our reach, in collaboration with the UK Director.
• Drafting and scheduling email content that will engage a wide range of audiences including church leaders, members of congregations, and other stakeholders with an interest in the field of mental health.
• Contributing ideas and written copy for social media content to Sanctuary's social channels, in collaboration with the Canadian team.
• Collating testimonials and case study materials through interviews, and editing them for use across a range of platforms including website, social media, and supporter communications.
• Developing a monitoring and evaluation framework for mailings to enable Sanctuary to proactively grow our reach and engagement, liaising with Canadian colleagues to ensure effectiveness of social and email channels.
• Collaborating with the Canadian team to design campaigns to support the launch of Sanctuary initiatives, with particular focus on the needs of a UK audience.
• Supporting and promoting training events, providing occasional logistical support.
• Supporting delivery of online workshops to ensure highest quality experience for the audience, offering occasional technical support.
• Supporting the work’s impact measurement, in collaboration with colleagues in Canada using a variety of different communications tools.
• Cultivating and maintaining a list of bodies for grant application, with oversight from the UK Director and input from the Canadian team.
• Writing bids and monitoring responses.
• Occasional report writing for successful bids.
• Overseeing pipeline timetable for reporting.
• Developing individual giving plans in collaboration with the UK Director.
• Writing content for email-based giving campaigns.

Contributing to the Team

• Supporting the Canadian communications team in its strategic planning by maintaining and updating the calendar for key dates around campaigns, internal and external events, national awareness days, and relevant information.
• Utilising planning charts and pipelines to ensure the smooth running of all communications.
• Attending and contributing to regular meetings within the communications team and with other departments.
• Working with the communications team to ensure branding/style guide compliance and helping ensure that all content is professionally and attractively branded.
• Providing proof-reading and copyediting support across a range of materials developed for external use.
• Supporting the UK Director in the organisation and on-the-day logistics of occasional events.
• Maintaining and updating a database of media contacts.
• Providing occasional administrative support to the UK Director.

Sanctuary is a developing organisation, and this role is likely to evolve over time. Consequently, this job description may not be comprehensive, and some specific duties may change in accordance with organisational needs.

About Sanctuary

Sanctuary Mental Health Ministries equips the Church to support mental health and wellbeing.

We provide resources that meaningfully engage the topics of faith and mental health. Our content is developed in collaboration with theologians, psychologists, and people with lived experience of mental health challenges. These resources prepare communities of faith around the world to raise awareness, reduce stigma, support mental health, and promote mental wellbeing.
https://www.sanctuarymentalhealth.org/uk/
PERSON SPECIFICATION: Communications and Marketing Manager

The knowledge, skills and abilities required for this post are set out below. You will be required to set out how you meet some of these requirements in your application, and others will be assessed during the remaining selection process (interview and other assessment methods) and/or during the probation period.

<table>
<thead>
<tr>
<th>Experience</th>
<th>Skills and Abilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good strategic understanding of how to assist a small charity to identify</td>
<td>Solid knowledge of the requirements of the creative process</td>
</tr>
<tr>
<td>audience growth opportunities whilst working within a small budget.</td>
<td>including typical time and resources needed to efficiently</td>
</tr>
<tr>
<td>Solid experience of writing and editing communications for a range of</td>
<td>produce quality work on time and to specification.</td>
</tr>
<tr>
<td>audiences using multiple channels.</td>
<td>A good understanding of a diverse Christian audience, ability</td>
</tr>
<tr>
<td>Experience drafting and scheduling social media content to engage a wide</td>
<td>to demonstrate insight into a variety of messaging needs for</td>
</tr>
<tr>
<td>range of audiences.</td>
<td>different denominations and networks involving demographics,</td>
</tr>
<tr>
<td>Experience of developing and maintaining networks or demonstrating</td>
<td>church tradition, and theological considerations.</td>
</tr>
<tr>
<td>effective in-person communication skills.</td>
<td>Ability to understand and convey content related to mental</td>
</tr>
<tr>
<td>Ability to understand funding needs and write effective applications for</td>
<td>health and faith related to psychology, therapeutic models,</td>
</tr>
<tr>
<td>low-to mid-level grants.</td>
<td>theology, and border content to engage interest in wellbeing.</td>
</tr>
<tr>
<td></td>
<td>Excellent written and verbal skills; ability to write engaging</td>
</tr>
<tr>
<td></td>
<td>copy for multiple platforms, including newsletters, websites,</td>
</tr>
<tr>
<td></td>
<td>Facebook, Instagram, and Twitter.</td>
</tr>
<tr>
<td></td>
<td>Experience in fundraising; researching and writing mid-level</td>
</tr>
<tr>
<td></td>
<td>bids to trusts and evidencing success in this area, or</td>
</tr>
<tr>
<td></td>
<td>commitment to developing this skillset.</td>
</tr>
</tbody>
</table>
Experience of writing individual giving campaigns, or showing audience insight for fundraising communications.  

A flair for writing engaging copy and an ability to copyedit (according to style guide) to bring stories to life.  

Strong interpersonal skills and the ability to work with a wide range of people.  

The ability to work independently and as part of a team, and to show proactivity and initiative within the remit of the role.  

IT literate with good experience of MS Office, PDF editing, Outlook, Microsoft Publisher, Powerpoint.  

Ability to use Canva.  

Highly organised and able to meet deadlines.  

Ability to plan use of time, prioritise, and work around operational needs with flexibility.

<table>
<thead>
<tr>
<th><strong>Personal Qualities and Attitudes</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>You will act as a role model for Sanctuary, conducting yourself professionally at all times, with high standards of personal integrity and accountability.</td>
<td>Essential</td>
</tr>
<tr>
<td>Able to work within style guidelines and maintain core brand values; ability to work positively and collaboratively as part of a larger charity</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to subscribe to and embody values of inclusion and respect.</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to demonstrate a good understanding of the impact of marginalisation for those living with long term mental health challenges and the potential challenges of navigating these within a faith community.</td>
<td>Essential</td>
</tr>
<tr>
<td>Commitment to the vision, mission, values, and ethos of Sanctuary and a respect and sensitivity to the faith tradition of Sanctuary.</td>
<td>Essential</td>
</tr>
<tr>
<td>Commitment to the inclusive culture of Sanctuary and to the active promotion of service user voice and equal opportunities.</td>
<td>Essential</td>
</tr>
<tr>
<td>Enthusiasm, drive, and passion to grow Sanctuary's reach and impact.</td>
<td>Essential</td>
</tr>
</tbody>
</table>
Effective implementer, with an ability to flag problems early and consult with others to solve them.

Flexible worker; as a small charity roles have to stretch on occasion, but do not take this for granted. We aim to work in a spirit of collaboration and negotiation.

An understanding of ethical concerns around story-sharing and an ability to navigate these effectively.

Effective personal and professional boundaries.

Committed to continuous personal development and learning, and responsive to constructive feedback.

**Other Requirements**

This post is subject to a three month probationary period, verification of identity and proven right to work in the UK, satisfactory references from previous employers, and declaration of any unspent criminal convictions.

This post is advertised as part-time (21 hours per week). Working hours/patterns subject to negotiation.