



Communications & Fundraising Events Coordinator

Part-time: 3 days per week (£40,000 pro-rata)

Reports to: CEO

Location: Hybrid. Office based in Streatham area.

Contract: 12-month fixed term, with possibility of extension.

Role Purpose

The Communications & Fundraising Events Coordinator will support the charity's fundraising and communications activity, with responsibility for key supporter journeys, digital communications, campaign preparation and impact storytelling.

The role will combine hands-on delivery with coordination across the charity and will be particularly important during a period of organisational development and evolving services.

Key Responsibilities

Communications

Email Marketing

- Manage the charity's email communications (MailChimp)
- Produce and send **one monthly email to the supporter mailing list.**
- Produce and send **one monthly email to the professionals mailing list.**
- Monitor engagement and use insights to inform future communications.
- Quarterly internal staff newsletter.

Organic Social Media



- Create occasional general organic social media communications e.g. fundraising events, charity developments and key milestones.
- Core evergreen content is already planned and scheduled til Summer 2027.

Christmas Big Give 2027 Campaign

- Plan and create campaign material to support our 2027 Christmas Big Give campaign to be shared across our MailChimp, socials and website.

Annual Impact Report (May-September – Launch end of September)

- Coordinate the annual Impact Report process and timeline with external design team.
- Gather impact information, data and stories from across the charity.
- Coordinate **2–3 family case studies across different services**, including interviewing families and obtaining appropriate consent.
- Develop engaging written case studies and supporting content.
- Coordinate internal input, review and approval.
- Ensure the report effectively demonstrates the charity's impact and future direction.

General Comms

- Ensure website is up to date.
- Support and develop communications around the charity's organisational development and evolving services. Communicating how and why the charity is evolving to families, professionals, supporters and wider stakeholders.
- Identifying and developing stories that demonstrate the charity's impact.

Fundraising

2027 London Marathon – January to April

- Manage communications and stewardship for our London Marathon runners.
- Provide regular fundraising guidance, resources and encouragement.
- Coordinate key milestones before, during and after the event.
- Support runners to maximise their fundraising and engagement with the charity.



2028 London Marathon – June onwards

- Manage the 2028 London Marathon recruitment process and onboarding on 2028 cohort of runners.

Half Marathon – January to March

- Manage communications and stewardship for half marathon runners.
- Provide fundraising resources, encouragement and key event information.
- Coordinate pre- and post-event communications.

The Big Give – April to August

- Coordinate preparation for the annual Big Give Christmas application (end of May).
- Work with SLT to identify the campaign cause.
- Secure pledge funding.
- Prepare supporting emails, social and digital content to promote if application successful.

Person Specification

Essential

- Experience in communications, fundraising, marketing or a similar role.
- Experience supporting London Marathon runners or other fundraising challenge events (familiar with supporter platforms such as Let's Do This.)
- Excellent written and verbal communication skills.
- Experience producing email and digital content.
- Strong copywriting and editing skills.
- Excellent organisation and ability to manage multiple deadlines.
- Experience using MailChimp or a similar email marketing platform.
- Experience using social media professionally.
- Confident working independently and taking ownership of projects.
- Strong interpersonal skills and the ability to communicate sensitively with families and beneficiaries.



- Good attention to detail and understanding of the importance of consent and confidentiality.

Desirable

- Charity sector experience.
- Experience with community or challenge event fundraising.
- Experience with The Big Give or similar campaigns.
- Experience producing impact/annual reports.
- Experience interviewing beneficiaries and creating case studies.
- Experience using Canva or similar design tools.
- Experience with fundraising databases/CRMs.

What Success Looks Like

- Marathon and half marathon participants receive consistent, engaging and effective stewardship and hit fundraising targets.
- Monthly supporter and professional communications are delivered reliably and to a high standard.
- The Big Give application is coordinated effectively, submitted on time and hits fundraising target.
- The annual Impact Report is delivered on time and clearly demonstrates the charity's impact.
- High-quality family stories and case studies are developed sensitively and ethically.
- The charity's future plans and evolving services are communicated clearly and consistently.
- Communications support fundraising, engagement and awareness of the charity.