



## Job Description

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<b>Job Title</b>	Fundraising & Communication Coordinator (full time)
<b>Responsible to</b>	CEO
<b>Direct reports</b>	N/A
<b>Working pattern</b>	Full time 37.5 hours per week (flexible – to be agreed with CEO)

This role exists to shape and protect the public voice of Berkshire Women’s Aid. You will lead on media, PR and communications, ensuring our work, impact and values are clearly, sensitively and powerfully represented across all channels.

You’ll help us move from being known locally to being recognised, trusted and understood, while always centring survivor voice and safety.

This role is responsible for growing sustainable, values-led income for Berkshire Women’s Aid. You will develop and deliver fundraising activity that balances community warmth with strategic ambition — ensuring we can continue and expand our support to survivors.

This is a hands-on role for someone who enjoys building relationships, spotting opportunity and turning goodwill into long-term support.

### What will you do?

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#### Key responsibilities

##### Media, PR & Communications

- Lead on all media relations, acting as the first point of contact for journalists and external media
- Proactively pitch stories to local, regional and national media, aligned to awareness days, campaigns and policy moments
- Draft press releases, statements and reactive media responses
- Own the organisation’s tone of voice across all external communications
- Develop compelling content for website, newsletters and digital channels that tells our story clearly and safely
- Work closely with services teams to translate complex, sensitive work into accessible communications
- Manage and deliver a communications calendar aligned to campaigns, fundraising and service priorities
- Responding promptly to enquiries from prospective supporters and providing information, support and materials on request.



## **Brand & Reputation**

- Protect and strengthen the Berkshire Women's Aid brand, ensuring consistency across all materials
- Ensure all communications are trauma-informed, survivor-centred and ethically sound
- Support crisis communications where required
- Maintain a stock of banners, leaflets and other materials as required to support our fundraising activities, and liaise with suppliers to update designs and order new stock when required.

## **Fundraising Strategy & Delivery**

- Develop and deliver a fundraising plan covering community, individual and small-scale corporate giving
- Grow regular giving and supporter retention
- Lead on seasonal appeals and key fundraising moments
- Identify and develop new income opportunities aligned to our mission and capacity
- Maintain accurate, consistent, up-to-date and GDPR-compliant record-keeping in relation to all supporter relationships, donations and correspondence
- Support internal communications where needed, ensuring staff and volunteers feel informed and connected
- Working with volunteers to manage the coordination on non cash donations

## **Community & Events Fundraising**

- Support and inspire community fundraisers, supporters and volunteers
- Build relationships with schools, local groups and community organisations
- Represent Berkshire Women's Aid at local events and networking opportunities, including through the delivery of talks
- Develop simple, engaging fundraising packs and resources

## **Corporate & Partnerships**

- Support the development of corporate fundraising relationships
- Create clear, compelling propositions for businesses wishing to support BWA
- Steward corporate supporters to build longer-term partnerships
- Support and communicate with our regular donors on an ongoing basis, and encourage them to explore new ways of supporting us over time, including through making a major gift, introducing Berkshire Women's Aid to their employer or making a legacy pledge.

## **Supporter Care & Reporting**

- Ensure excellent supporter experience and communication
- Maintain accurate fundraising records and reporting
- Monitor income and provide clear updates to the CEO and trustees
- Ensure compliance with fundraising regulation and best practice

This list is a guide to the tasks of the role not exhaustive. We need someone in this role to respond flexibly to the needs of our services to survivors.

Person Specification	Essential or Desirable	Assessment Method*
<ul style="list-style-type: none"> <li>Proven experience in communications, media or PR</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>Confident communicator, written and verbal</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>Experience pitching to and working with media</li> </ul>	D	A/I
<ul style="list-style-type: none"> <li>Strong judgement and confidence handling sensitive issues</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>Understanding of safeguarding, confidentiality and ethical storytelling</li> </ul>	E	I
<ul style="list-style-type: none"> <li>Ability to work independently and manage priorities with limited hours</li> </ul>	E	I
<ul style="list-style-type: none"> <li>Experience in fundraising (paid or voluntary)</li> </ul>	D	A/I
<ul style="list-style-type: none"> <li>Strong relationship-building skills</li> </ul>	E	I
<ul style="list-style-type: none"> <li>Organised, proactive and comfortable managing multiple priorities</li> </ul>	E	I
<ul style="list-style-type: none"> <li>Commitment to the values and mission of Berkshire Women's Aid</li> </ul>	E	A/I
<ul style="list-style-type: none"> <li>Experience within charity, public sector or advocacy settings</li> </ul>	D	A/I
<ul style="list-style-type: none"> <li>Knowledge of violence against women and girls or related social justice issues</li> </ul>	D	A/I
<ul style="list-style-type: none"> <li>Experience supporting senior leaders with media engagement</li> </ul>	D	A/I



<ul style="list-style-type: none"> <li>• Understanding of fundraising compliance and best practice</li> </ul>	D	A/I
<ul style="list-style-type: none"> <li>• Experience working within a small charity environment</li> </ul>	D	A/I

**\*Assessment method:**

A: Application      I: Interview

**Notes**

- 1) This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975. Due to the nature of our work, it will be necessary for an enhanced disclosure to be made to the Disclosure and Barring Service for details of any previous criminal convictions, which are not protected under the Act.
- 2) Occupational Requirement under Schedule 9 (part 1) of the Equality Act 2010 applies.

The purpose of this safeguarding policy statement is:

- to protect children and young people who receive BWA’s services from harm. This includes the children of adults who use our services
- to protect vulnerable adults who receive BWA’s services from harm.
- to provide staff and volunteers, as well as children and young people, vulnerable adults and their families, with the overarching principles that guide our approach to safeguarding.
- This policy applies to anyone working on behalf of BWA including senior managers and the board of trustees, paid staff, volunteers, sessional workers, agency staff and students.

