



## **Job Description**

### **Communications and Fundraising Co-ordinator**

The Communications and Fundraising Co-ordinator is responsible for planning, executing and coordinating all internal and external communications activities for The Shine Centre. The position is also required to coordinate and provide support to various fundraising activities and campaigns and reports directly to the Funding and Development Manager.

Key responsibilities will include:

#### **External Communications**

- Plan, develop, distribute and maintain all communications and marketing materials, ensuring that Shine's vision, mission, programme objectives, etc., are accurately and consistently communicated, whilst ensuring that strict adherence to the brand identity is maintained. Such materials include, but are not limited to, press packs, fundraising packs, brochures, postcards, posters, stickers, bookmarks, newsletters, website, Facebook, other social media, etc.
- Update and maintain The Shine Centre website and Facebook page in line with the digital strategic plan, working closely with other staff.
- Ensure Shine's message is consistently communicated across all communications platforms and that content supports programme needs (eg. volunteer recruitment).
- Maintain The Shine Centre media list, ensuring that media contact details are current and new contacts are immediately added and shared.
- Liaison and point of contact regarding media exposure around Shine initiatives and events including coordinating and managing possible external

PR company requests, drafting, refining (and issuing) articles, interviews and press releases, and overall management of PR initiatives as related to specific events and/or general media interest. Where opportunities present, invite and host media at Shine projects.

- Take responsibility for building and maintaining The Shine Centre photographic library by sourcing and captioning strong images for use across all communications channels. Ensure that permission to photograph individuals (especially children) is secured and details kept on file.
- Take responsibility for the content management of all online communication platforms (i.e. website and social media) and the ongoing maintenance and roll out of the organisation's digital communication and fundraising strategy.
- Provide other communications-related guidance and assistance as required by Shine staff, volunteers, donors, stakeholders.
- Maintain a library of press releases and stories suitable for use across all communication channels aimed at raising awareness and generating income. As such constantly seek out stories of Shine's work and the impact being achieved from programme staff and centre managers and write these up.

### **Internal Communications**

1. Keep all employees abreast of key organisational developments, procedures (especially communication standards), policies and communications updates by sending out
  - a) brief monthly internal email to all staff
  - b) internal newsletter every second month
2. Ensure the standard use of the brand identity in templates, PowerPoints, print materials, email signatures, business cards, etc. across the organisation.
3. Ensure the Shine brand is used appropriately by providing Shine Centres, Shine Chapters, Reading Clubs, etc. with communication packs and branding materials and provide general marketing/brand support.
4. Work closely with training team to provide input on training content as it relates to Shine's brand and mission.
5. Collate and prepare monthly Board meeting packs as required.

**Fundraising:-**

6. Assist with the planning and implementation of fundraising initiatives and events and request donations and sponsorship as required.
7. Assist in the production of grant documents, ensuring that they are presented in a professional manner and are well-written.
8. Help cultivate strong relationships with potential and existing donors and where necessary generate media coverage/exposure of donations received.
9. Act as a point of contact for individual donors requiring additional information or wanting to update details, etc.
10. Accurately update donor details on the Salesforce database.
11. Assist with administrative tasks relating to fundraising activities.

**Requirements**

- National Diploma and/or Degree in Public Relations/ Communications/ Marketing or related field.
- Minimum of two years' experience in the Public Relations/Communications field or related sector.
- Excellent creative writing skills.
- Excellent verbal communication skills and ability to work well with people and build harmonious relationships.
- Basic understanding of budgets/budgeting.
- Strong administrative skills with a natural attention to detail.
- Strong computer/digital skills (MS word, Microsoft, PowerPoint, etc.) and ability to comfortably work in the digital space (i.e. web, social media).
- A general understanding of traditional (print/broadcast) as well as modern (online) media/communications channels.
- Good journalism skills – writing and investigative.
- Ability to work independently as well as a supportive, collaborative team player.

- Ability to work under pressure and to multiple deadlines.
- Outgoing with an ability to engage easily with new people and to network - internally and externally
- Knowledge of the media industry/market
- Code 08 Driver's Licence

**The following skills/experience are desirable:**

- Experience in the non-profit area and/or with fundraising experience.
- An understanding of and experience working in the South African media landscape.
- A good eye for aesthetics and an aptitude for photography.
- Experience with events management.
- Able to speak Afrikaans and/or Xhosa.