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Job Description

**Job title: Head of Fundraising and Communications**

**Reporting to: Chief Executive**

**Contract: Permanent**

# Location: 48-52 Allcock Street, Birmingham B9 4DY

**Hours: 37.5 per week**

# Salary: £44,621-52,200 per annum

**Date last updated: August 2025**

**Who are we?**

We are SIFA Fireside, the support service for any adult in Birmingham that faces homelessness. For 40 years we have supported Birmingham’s most vulnerable people through Homelessness Intervention, Prevention and Recovery services.

**Overall purpose of job:**

The Head of Fundraising and Communications forms part of SIFA Fireside’s Senior Leadership Team, playing a key role in all aspects of the organisations fundraising strategy and activities. An integral part of this role is to ensure that SIFA Fireside’s values of courageous, dynamic, inclusive and supportive are visible in all that we do.

The post holder will oversee all income generation activities, develop donor relationships and ensure that SIFA Fireside retains a high profile in Birmingham and across the West Midlands.

**KEY TASKS**

**Strategic and Operational**

1. Provide strategic and operational leadership across all areas of fundraising and communications to ensure all adults in Birmingham can live a future without homelessness.
2. Contribute to the development and delivery of the organisational, fundraising and communications strategies, reporting back to the board of Trustees on key achievements.
3. Overall responsibility for the effective day-to-day delivery of the fundraising, volunteering and communications functions.
4. Lead by example in building the confidence, motivation and commitment of staff and volunteers.
5. Take the lead on ensuring GDPR compliance across fundraising, communications, and volunteering activities, including the responsible management of personal data, consent processes, and data retention policies.

**Fundraising**

1. Develop and maintain relationships with key stakeholders, funders and donors to ensure ongoing support for the charity.
2. Review, monitor and evaluate fundraising performance with a particular focus on actual income generation against fundraising targets.
3. Oversee the management of all fundraising systems, including the CRM, donor records, financial information, and activity planning tools, to ensure they are maintained accurately, securely, and in line with best practice.
4. Lead the effective use of data and insights to inform fundraising strategies, monitor performance, identify opportunities for growth, and strengthen donor engagement and retention.
5. Extend and diversify fundraising income in line with the fundraising strategy and with particular focus on trusts and grants, individual giving, and corporate partnerships to ensure long-term sustainability.
6. Lead on fundraising regulatory compliance and ethical standards.

**Communications**

1. Develop and implement an integrated communications strategy that supports the organisation’s mission, fundraising goals, and social action work, ensuring consistent messaging and alignment across all internal and external communications.
2. Work with partners to plan and execute campaigns that grow our reach, and impact.
3. Build and manage relationships with key stakeholders including media, partners, policymakers, and the local community to increase visibility and influence.
4. Act as a lead point of contact for communications during crisis situations, ensuring clear, timely, and appropriate responses that protect the organisation’s reputation.

**Volunteering**

1. Lead on the development of a volunteer network that supports organisational goals and incorporates a regular corporate volunteering programme.
2. Design and oversee the implementation of a comprehensive volunteer journey including induction, training and ongoing development to ensure volunteers are confident, capable, and connected to SIFA Fireside’s vision and mission.
3. Champion a culture of inclusion and feedback by embedding the mechanisms that enable volunteer perspectives to shape and inform the design, delivery and continuous improvement of the volunteering programme.

**Managerial**

1. Line manage members of the fundraising team in accordance with SIFA Fireside’s policies and procedures.
2. Be visible, accessible and demonstrate leadership to all staff and volunteers offering advice, guidance and support as necessary to help them fulfil their roles.
3. Deputise for other senior staff when required and carry out other tasks as delegated by the Chief Executive.
4. Contribute to the ethos of continuous improvement at SIFA Fireside.
5. Lead on the development of policies and procedures relevant to service delivery.

**Working conditions**

* The working week consists of 37.5 hours with the option of flexible working.
* Further employment information is contained within the Staff Handbook.
* The Head of Fundraising and Communications will be based at 48-52 Allcock Street, Digbeth, Birmingham B9 4DY.
* There may at times be a requirement to travel to other sites locally and nationally to fulfil the requirements of the role. Travel expenses will be paid for any journeys undertaken.
* All staff members receive time of in lieu for any Bank Holidays worked.

SIFA Fireside is committed to ensuring its staff team is reflective of the community we support. We strive to address diversification through initiatives such as our Employee Voice working group and we have committed to providing Unconscious Bias and Equality, Diversity and Inclusivity training to all staff.

To apply please download and complete the application form. Deadline: **5pm Thursday 28th August.**

Completed applications forms should be emailed to [recruitment@sifafireside.co.uk](mailto:recruitment@sifafireside.co.uk) along with the equality and diversity monitoring from.

Interviews are scheduled to take place for shortlisted candidates on **Thursday 4th September 2025.**