



Zetetick Housing

Job Description

Job Title: Fundraising & Communications Manager

Reports to: Head of Business Development (Line Manager)

Finance Director (as required)

Responsible for: Volunteers and Communications Apprentice

Works with (internal): Business Development Team

Works with (external): Contracted web and marketing providers (web, email, print media)

Location: Lewes Office (Dynamic Office Working policy)

About Zetetick Housing

Zetetick Housing is a forward-thinking charity dedicated to providing safe, secure homes for adults with learning disabilities and autism. We combine social purpose with professional excellence, offering our staff meaningful work that genuinely changes lives. Our culture is inclusive, supportive, and values-driven, with flexible working, generous holidays, and a strong commitment to staff wellbeing and personal development. Join us and be part of a team where your skills will help build brighter futures and a more compassionate society.

We offer

A generous pension scheme - 7% employer contribution, Health Care Scheme, Employee Assistance Programme, 25 days leave plus bank holidays, core and job specific training, dynamic working opportunities. Zetetick is a high-pressure but supportive, dynamic, and engaging place to work, shaped by Bedrock values of kindness and social responsibility.

Job Purpose

The Fundraising & Communications Manager leads Zetetick Housing's fundraising and communications activity, supporting income and awareness targets. You'll combine innovative thinking with strong organisational skills, managing operations day-to-day and planning for the future. This role requires resilience, adaptability, and a genuine commitment to supporting people who need help to manage their home. You'll represent Zetetick in person and online, delivering outreach and events alongside the CEO.

Main Goals

- Diversify income through grants, donations, and community engagement
- Grow housing and tenant numbers by hitting clear fundraising targets
- Build and measure online presence, donor engagement, and community reach
- Ensure reporting, planning, and performance are clear, regular, and strategic

Key Responsibilities

1. Planning, Strategy & Performance

- **Develop and deliver** an annual fundraising strategy, with clear quarterly and monthly milestones
- **Plan, schedule, and monitor** all fundraising and communications activities against targets
- **Contribute to the organisational strategy** through goal-setting, quarterly reviews, and recommendations for improvement
- **Provide a monthly report** to the Head of Business Development and Finance Director, detailing progress against targets, operational activity, campaign performance, and planned actions
- **Advise on and adapt** strategy to improve outcomes, based on monthly and quarterly performance data

2. Fundraising Operations

- **Execute day-to-day fundraising and communications activity**, managing resources, deadlines, and workload
- **Identify and engage** key donor groups (Trusts, Individuals, Major Donors, Corporates)
- **Oversee digital fundraising**, campaign creation, and donor stewardship
- **Coordinate all content production**, including social, web, email, and print (outsourced as needed)
- **Lead and support volunteers and apprentices** in campaign delivery and communications tasks
- **Maintain accurate donor and campaign records**, utilising CRM and KPI tools, ensuring compliance with data protection

- **Work with the CEO and Communications team** to deliver events and speaking engagements

3. Reporting

- **Produce a clear monthly report** covering:
 - Progress against income and engagement targets
 - Campaign and operational delivery
 - Performance analysis (what worked, what needs adjustment)
 - Upcoming plans and resource needs
- **Present reports** to the Head of Business Development, Finance Director, and relevant committees as required
- **Support senior leaders** and trustees with data, case studies, and insight for strategic decision-making

4. Communications

- Develop and deliver effective, targeted fundraising communications
- Create and manage compelling stories to showcase Zetetic's work and impact
- Support magazine, digital, and community communications with high-quality content and materials
- Collaborate with the Head of Business Development and Communications Coordinator to ensure a joined-up strategy

5. Continuous Improvement

- **Stay informed** of sector trends and fundraising best practice
- **Reflect and act** on learning from reports and feedback, adapting operational plans accordingly
- **Support a culture of performance, learning, and collaboration** within the team

Personal Attributes

- Strategic thinker with operational delivery skills
- Written reporting and planning (accountability and responsibility)
- Genuine passion for Zetetic's mission
- Strong communicator, able to inspire support
- Analytical, proactive, resilient, and adaptable
- Team player, relationship builder, open to new ideas
- Able to prioritise, take initiative, and work flexibly
- Proactive, innovative, and creative approach to your work make you a valuable asset.

	Requirements:			
	Essential	Desirable	CV/Form	Interview
EDUCATION				
Educated to degree level or demonstrable equivalent qualification		X	X	X
EXPERIENCE				
Significant experience at management level of leadership within one of the following: voluntary, public or business sectors	X		X	X
Experience of effective leadership, strategic planning and management of change	X		X	X
Knowledge and experience of achieving income generation through fundraising and diversification of income streams		X	X	X
Significant experience of using engagement to market a charity and charitable services and products through a number of different outlets	X		X	X
Substantial experience of relationship building and collaborative partnership working within the voluntary/public or private sectors		X	X	X
Demonstrable track record of managing and monitoring performance, working under pressure, to meet organisational objectives and delivery of quality services	X		X	X
Experience of working successfully with a communications team	X		X	X
Experience of budget management	X		X	X
Responsibility and Accountability reporting (Outcomes, Impact reports)				

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ATTITUDE & APPROACH				
Ability to think, act and communicate strategically and creatively	X		X	X
A natural negotiator with the ability to influence at all levels	X		X	X

An enabling and engaging manager with real energy and passion for improving the lives of vulnerable people	X		X	X
A self-starter, who possesses a high degree of motivation and positive energy	X		X	X
Full clean driving licence and a demonstrable willingness to get out of the office and meet people	X		X	X

Equal Opportunities

We strive to promote diversity within our staff and encourage individuals from all backgrounds to apply, regardless of race, ethnicity, gender, age, ability, sexual orientation, religion, or belief.

Policies and Practice

The ideal candidate should demonstrate a strong dedication to upholding ZHC's values and mission, while adhering to our policies and procedures, including our code of conduct and safeguarding policies.

Eligibility

This position is only open to individuals who are eligible to work in the UK

TERMS & CONDITIONS OF EMPLOYMENT

Salary: Circa £39 - £45,000 pa (pro rata if 30 hours)

Pension: Company Contribution NEST Scheme

Hours: 30-37.5 hours office based on a flexible/dynamic basis if needed

Annual Leave: 25days + B/H (pro-rata if 30 hours)