

Firefly International

Appeals Manager - Application

WELCOME

Thank you for your interest in applying for the post of Appeals Manager with Firefly International. Firefly helps war-affected children and young people by supporting locally-based partner NGOs in four project areas: Bosnia, Turkey (with Syrian refugees), northern Syria and Gaza. The work of the child trauma clinic we have been supporting in Gaza is currently suspended. We expect to return when the conditions are right.

Our income is derived from grants and donations from private individuals, companies and trusts. Our projected income for the financial year ending 31 March 2024 is c.£350,000.

There is a staff team of three, all part-time, which will grow to five with the appointment of a new part-time Finance and Administration Officer and full time Appeals Manager. Currently all communications, event management and community fundraising tasks are combined with finance and administration, all undertaken by our Charity Manager. This combination is no longer feasible as the charity grows. The other staff members at present consist of the Director, Jane Salmonson, Projects Coordinator Maria Chambers and Charity Manager, Victoria Crawley.

The post-holder will report to the Director.

There is an active, hands-on Board of Trustees who meet around once a quarter.

A major appeal is being planned, scheduled for launch in late November 2024.

The Appeals Manager will engage in appeal planning and play a lead role in its implementation throughout the calendar year 2025. In the first instance, the post will be offered on an 18 month contract to cover the second half of 2024 and all of 2025. If funding is available the post may be made permanent thereafter.

Please call if you would like more information before applying, on 07764 221170. I look forward to receiving your application.

Jane Salmonson, Director

JOB OVERVIEW

Appeals Manager Salary: £40,000 pa. Full time, 37.5 hours pw. 18-month contract, June 2024 to December 2025.

Five weeks paid leave and time off in lieu for hours worked at weekend or evening meetings/events. There will be a three months probationary period.

Location: 26 Dublin Street, Edinburgh EH3 6NN – also some work from home as appropriate. Occasional travel will be required.

Core areas of responsibility:

Lead on the development of the public stage of Firefly's appeal planning, prior to launch in late 2024 and roll-out during 2025

Identify corporate, charitable trust and 'group' prospects through research (examples of 'group' being schools, universities, religious, cultural and community, online groups).

Write funding applications to targeted corporate, charitable trust prospects and members of groups.

Write reports to funders.

Manage income from all funding streams.

Play major role, alongside the Director, in managing donor relations.

Play major role, alongside the Director, in the further development and implementation of Firefly's broader fundraising strategy, including diversification of income streams as well as growth.

Contribute to providing income and expenditure forecasts for the Board

Lead on GDPR compliance

PERSON SPECIFICATION

It is essential that the Appeals Manager:

- Has demonstrable fund-raising experience
- Is able to work effectively and sensitively with staff in partner organisations overseas
- Is able to work effectively as part of a small, geographically dispersed staff team, and with trustees
- Is able to work effectively on their own
- Is a first class communicator and has experience in writing publicity materials, newsletters, and content for website and social media.
- Is a competent public speaker
- Has event management experience
- Has excellent IT skills (Word, Excel, PowerPoint, Gmail, Zoom)
- Is committed to Firefly, its mission, its partners and the children and young people it helps

It is desirable that the postholder:

- Has previous experience of working for an international charity
- Has experience of optimising use of website and posting and editing video, photos and copy to the website.
- Has working knowledge of fundraising databases and CRMs
- Understands Gift Aid
- Has experience of using Just Giving and other similar platforms and of advising volunteer fundraisers on setting up their online fundraising pages
- Has experience of design, layout and branding in creation of fundraising and communication materials

APPLICATION PROCEDURE

E-mail your CV and a covering letter and completed [Equal Opportunities form](#) to: jane@fireflyinternational.org Please include the names of two referees, one of which should be your current or most recent employer. References will not be taken up without your prior consent.

The closing date for receipt of completed application is Monday 29 April 2024

We aim to interview during the week starting Monday 6 May. The new post-holder would start as soon as possible but ideally no later than 17 June 2024.