

# Fundraising and Communications Manager

## I. Introduction

SCC is a UK registered charity working exclusively in Vietnam. A child protection policy is applied across all our activities. The vision for SCC is to work towards the elimination of poverty in Vietnam through education. Our mission is that: “SCC enables disadvantaged youngsters in Vietnam to reach their full potential through receiving a quality education relevant to their needs.”

Saigon Youngsters's Charity is committed to the education of disadvantaged youngsters in Ho Chi Minh City and in some rural provinces in the South of the country. We currently work in Ho Chi Minh, Tay Ninh, Tra Vinh, Tien Giang, Dong Nai, Hau Giang, Kien Giang, Quang Tri, Phu Tho, and Ninh Binh. We help disadvantaged youngsters by giving them opportunities to approach adulthood with good education, good health and to be able to sustain themselves and their families.

Education is, we believe, the most lasting and effective way we can help youngsters and their families to escape from the cycle of poverty and it represents a double investment – an investment in the youngsters but also an investment in the future of Vietnam. SCC has built up a reputation as a strong and effective NGO in Ho Chi Minh City and as the educational charity of first choice for partners..

**II. Job Title:** Fundraising and Communications Manager (FCM)

**Reports to:** Head of Fundraising and Communications (HFC)

## Key role and responsibilities

The FCM is a member of Fundraising and Communications Department reporting to HFC. You will work in close harmony with the HFC as well as other key SCC senior managers such as the Director, the Head of Programmes, Programme Managers and team members. The post holder's principle responsibilities include:

### Fundraising:

- Provide inputs to HFC in developing an annual Fundraising and Communications plan that includes
  - Meeting agreed income and expenditure targets
  - Meeting standards of quality and performance for communication
  - Controlling and managing all outsourced relationships
  - Enabling others within SCC to communicate and fundraise to the necessary levels to support themselves and SCC
- Execute the Action Plan for Fundraising and Communications in consultation with the HFC and review if required
- Research, identify and secure new donors, funding sources within and external to Vietnam for SCC's Child Development Programme(or other programmes as specified by HFC) and for unrestricted funding

- Support to prepare funding proposals for CDP for potential donors and funding sources
- Produce Funding Agreements for CDP for donors and funding partners
- Coordinate with CDP Programme Manager to develop CDP Project reports for the purposes of Fundraising
- Conduct fundraising on a project-by-project basis, when required.
- Initiate and manage new fundraising event/ programmes including sales activities

#### Communications:

- Be in charge of developing writing contents and publishing on appropriate SCC media channels of publicity materials including printed materials and online materials to support all SCC activities including fundraising, maintaining interest from donors, CDP related events, other programme events, SCC Alumni and, where appropriate, the activities of the Director and Heads.
- Ensure the SCC website and SCC social media channels are up to date and have required functionality for full social media integration
- Ensure SCC is well known and regularly publicised in the local community and a top of mind NGO for expats through all available channels

#### Events:

- Provide inputs and execute all event action planning as specified by HFC
- Develop and execute PR plan in consultation with HFC for each event to maximise the publicity impacts of SCC for the benefits of our fundraising purposes

#### Relationship Management

- Help to develop donors relationships and find new donors for, but not limited to, the CDP Programme
- Produce frequent updates on Donor Profiles and History of sponsorship with SCC
- Provide inputs and help in maintaining and developing the Donor database

#### Volunteer Management

- Recruit volunteers when required and supervise their assignment to ensure their interest and effectiveness
- Support to develop a strategy for volunteer engagement with SCC activities

#### Other duties

- Whatever else is required by the HFC to fulfil department objectives.
- Person specification

This role would suit someone who is organised and also extremely personable. The FCM needs to be fluent in English and must have an eye for detail. You will be working with major companies and Foundations and with people at a senior level in those organisations. These will be both in Vietnam and in other countries around the world. You will therefore need to be confident and out-going.

The post-holder will have had experience working for an NGO and especially in a fundraising capacity. Alternatively you will have had good experience working for a company – in a sales

and marketing capacity but bring with you a strong sense of compassion for others and a desire to help children and communities.

You will also need to be computer literate and have experience of presenting one-to-one and to groups of people.

### **Core staff responsibilities**

The FCM will work closely with 3 other team members. Responsibilities and work are shared across the team on a project by project basis and we cover each other when needed, rather than being too precise about who does what. Developing relationships and networks with potential donors and with event participants is essential, as is ensuring events are delivered to SCC standards on deadline. There will therefore be a need for some weekend and evening work in this role.

Our current fundraising events that this post will involve include:

- Saigon Cyclo Challenge – held in March every year this is a major corporate activity and has now been running for 15 years. Well respected and well established this is one of the best annual charity events in Ho Chi Minh City. This event delivers great exposure while raising much needed income too.
- The SCC Saigon Summer Ball - held in June at a 5\* hotel for around 400 guests. Managed primarily by volunteers this has quickly become a must-attend date in everyone's diary.
- We are also the beneficiary of events organised by other organisations so we need to talk to people to put our name in their minds and assist them as requested in organising their events.
- Charity Cycle Adventure – introduced successfully in 2010 this event continues to develop further and we hope we may be able to offer more similar activities in the future.
- Volunteers

We are fortunate to have many volunteers who offer to help with everything from the Cyclo Challenge to updating the database. We are keen to ensure that they find their commitment not only useful and absorbing but positive too. Managing them is an important function for the FC Manager. Policy and guidelines are in place to help manage this with the Head of Finance and Administration.

### **Internal relationships**

As a key member of the SCC team you will also need to liaise closely with all of your colleagues, specifically:

#### 1. Programme department

- Liaise regularly with the Head of Programmes and each programme manager to check latest project needs and developments
- Work with programme departments to develop effective project funding proposals
- Remind and support each programme department with reporting and renewal proposals to donors and sponsors on time.

#### 2. Admin & Finance department

- Collaborate with Admin & Finance to build the fundraising budget
- Regular forecasting and recording of income and checking income

- Sales ordering and invoicing
- Following-up income
- Co-operating to chase bad debts

### **III. Required**

- Vietnamese national with a university degree
- A minimum of two years of work experience
- Ability to work with vulnerable and disadvantaged young people
- Ability to work in a team
- Excellent verbal and good written communication skills (in English and Vietnamese)
- Proficiency in using Microsoft Office Tools

A detailed job description is available – please contact Kim Lien on 08 3930 3502. More information about SCC is available on our website at: [www.saigonchildren.com](http://www.saigonchildren.com).

Please submit a letter of application and CV, in English, to [hrm@saigonchildren.com](mailto:hrm@saigonchildren.com). Closing date for applications is 23 October 2015 and interviews will take place the following week.

SCC operates an active Child Protection Policy and is an equal opportunities employer.

Only short listed candidates will be contacted for interview.