



St Anne's Limehouse

Hawksmoor 300: A landmark for Limehouse

JOB TITLE:	Events & Digital Fundraising Manager
DURATION:	9 months, Fixed-term Contract (Possibility to extend)
HOURS:	37 hours per week, full-time
RESPONSIBLE TO:	Campaign Director
Fee:	£38,000 - £40,000 pa

About St. Anne's Limehouse

Designed in the 18th Century by the internationally renowned architect, Nicholas Hawksmoor, and completed in 1730, St Anne's Church is Grade I listed and one of the most significant church buildings in the UK. It is considered an epitome of the English baroque movement, an iconic built heritage and landmark of Limehouse, and integral to the history of the region's diverse communities.

The building is currently on Historic England's Buildings at Risk Register because of its poor condition and chronic accessibility problems. As St. Anne's Limehouse approaches its 300th celebrations in 2030, the Parochial Church Council has chosen this once-in-a-lifetime opportunity to launch its *Hawksmoor300Limehouse* Campaign to address the building's problems and create the improvements that will be the catalyst for sustainable and inclusive change.

Executive Summary

Funded by a Development Grant of £600k+ and an expected Delivery Grant of £3m by the National Lottery Heritage Fund (NLHF), St Anne's Limehouse has embarked on a substantial building and conservation project to restore its heritage asset, make the building accessible to all, and transform it into a community and partnership hub to engage its diverse local communities and partners. We are also aiming to raise an additional match fund of £3.6m towards the total project target of £7.3 before we apply to the NLHF by the end of 2024 to release the remainder of their grant.

The role of the Events & Digital Fundraising Manager is to develop a range of marketing and communication methods to launch *Hawksmoor300* Campaign amongst local communities, community and partner organisations, and national/local Media. This will include creating and managing online fundraising facilities across social media platform, organising events, and developing digital fundraising campaigns with the aim of generating £300k from sponsorships, donations, and ticket sales.

The Campaign Office is currently made up of the Campaign Director, and Financial Controller & Admin Officer. The team works closely with the Campaign Chair (the Rector) and the Campaign Board

Key Tasks

- Articulate the vision and strategic goals of *Hawksmoor300Limehouse* Campaign to engage and fundraise from the public.

- Create and administer Campaign's online and offline donation and sponsorship facilities and platforms.
- Create integrated and branded fundraising content and donation facilities, and launch via
 - Social media, Text, email, website, brochures, and flyers
 - Press Release
 - JustGiving page
 - Fundraising events
 - Community and partner organisations website, social media, mailing lists, and boards.
 - Christmas appeal 2024
- Build the support base for Campaign's social media amongst local community and volunteer led organisations including local museums, libraries, galleries, heritage sites, schools, colleges, and universities.
- Collate a bank of case stories, photos, quotes, testimonials for publicity and media feed.
- Organise agreed high profile community events and raise sponsorship for each.
- In agreement with the line manager, manage the commissioning, display, and distribution of all fundraising collateral, including posters, flyers, brochures on social media, events, and local community platforms.
- Provide regular reports to the Campaign Director and the Campaign Board
- Work collaboratively with all the stakeholders.

Person Specification

- Educated to a degree level or equivalent in a relevant field such as Marketing, Communications or English
- Strong identification with the mission and objectives of *Hawksmoor300Limehouse* campaign.
- Experience in community networking.
- At least 2 years' experience in digital content development and marketing/fundraising
- Experience in organising events and raising sponsorships.
- Knowledge of working with the media to secure press releases
- Excellent written and verbal communication skills with good copy writing and proof-reading ability.
- Exceptional interpersonal skills with the ability to connect with diverse communities from different cultural and religious backgrounds.
- Highly organised and efficient at managing own time and workload with an ability to meet income targets and tight deadlines.
- Excellent IT and digital skills with a good working knowledge of MS Office programmes

How to apply

Please apply with a copy of your CV and a covering letter and send them to: info@hawksmoor300limehouse.com stating how your skills match the job specifications and what you'd bring to the post.

The deadline for the receipt of applications is **Friday 8th March 2024**. Please apply as soon as possible. We will be interviewing suitable candidates on an ongoing basis.

Final interviews: week commencing 11th March.