



# Recruitment Pack: Communications & Fundraising Assistant



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## **Welcome to The Wish Centre!**

Thank you for your interest in the Communications & Fundraising Assistant role at The Wish Centre. I'm delighted you're considering joining our team.

At The Wish Centre, we are committed to supporting individuals and families to live safe, empowered, and independent lives, free from domestic abuse. For over 35 years, we have worked at the heart of our community to provide specialist, trauma-informed services that are accessible, inclusive, and rooted in respect.

This maternity cover role is an exciting opportunity to use your creativity and storytelling skills to make a real impact. As our Comms & Fundraising Assistant, you'll help share the voices of survivors, promote our life-changing services, and engage our community in meaningful ways. Whether it's through social media, fundraising campaigns, or compelling visual content, your work will help raise awareness and support for the people who need us most.

We're looking for someone who is creative, proactive and passionate about using communications for social good. You'll be someone who enjoys telling powerful stories, connecting with people, and making ideas happen - whether it's designing a graphic, updating the website, or supporting a fundraising event. If you thrive in a varied role and care deeply about making a difference, we'd love to hear from you.

If you have any questions or need support during the application process, please contact our Head of People & Culture at:  
[recruitment@thewishcentre.org](mailto:recruitment@thewishcentre.org).

I look forward to welcoming a new colleague who will help us continue to make a difference every day.

Warm regards,

Shigufta Khan  
CEO, The Wish Centre

## **Communications & Fundraising Assistant | Part -Time 25 Hours Per Week | £17,508 pa | Hybrid (Blackburn office base) | Maternity Cover to 31<sup>st</sup> May 2026**

### **☀️ Join Our Team!**

### **Are you a creative storyteller who wants to make a difference?**

The Wish Centre is looking for a Communications & Fundraising Assistant to join our team on a part-time, fixed-term basis to cover maternity leave until May 2026.

This is an exciting opportunity to use your creativity and communication skills to help tell the stories of the people we support and raise awareness of our vital work. You'll help shape our voice across digital platforms, design eye-catching materials, and support engaging community fundraising campaigns and events.

### **👜 About the Role:**

What you'll do:

- Create and schedule engaging content for social media, email newsletters, web, and printed materials
- Tell powerful stories that inspire support and reflect the impact of our work
- Maintain and update our website and CRM system with accurate, timely information
- Support fundraising campaigns and community events with promotion, logistics, and supporter communication
- Design on-brand materials for events, training, and services
- Respond to public and supporter enquiries and assist with volunteer communications

### **👏 About You:**

What you'll bring:

- A creative flair and passion for storytelling
- Experience in communications, media, or fundraising (paid or voluntary)
- Excellent written and verbal communication skills
- Confidence using CRM systems and WordPress/Drupal
- Strong design and digital skills, including social media and email marketing
- An understanding of GDPR and basic budget tracking
- Highly organised, self-motivated and flexible approach
- A full driving licence and access to a vehicle

**Closing Date: 27th July 2025**

**To read more about the specific duties of the role, please see the full Job Description on the next page!**



# Job Description

## **Purpose of the Role**

To support the delivery of The Wish Centre's communications and fundraising activities by creating engaging content, maintaining digital platforms, assisting with campaigns and events, and providing administrative support. The Comms & Fundraising Assistant helps raise awareness of our work, strengthens community and donor engagement, and contributes to income generation, all in alignment with our mission, voice, and values.

## **Key Responsibilities**

Create and schedule engaging content for social media, website, email campaigns and printed materials, tailored to a range of audiences and aligned with The Wish Centre's voice and values.

Support the delivery of digital and community fundraising campaigns, including planning, promotion, and follow-up communication with donors and supporters.

Maintain and update The Wish Centre's website and social media platforms, ensuring all content is accurate, relevant, and reflective of our services and impact.

Design and produce branded materials, such as leaflets, posters, presentations and social media graphics to promote training, events and services.

Help ensure consistency across all internal and external communications, supporting brand recognition and professional presentation.

Assist in responding to public and supporter enquiries, distributing information and promotional materials, and signposting where appropriate.

Coordinate and support community fundraising and promotional events, including logistics, venue booking, publicity, volunteer support and compliance with relevant regulations.

Assist with volunteer communications and coordination, especially in relation to events, campaigns, and fundraising activities.

Contribute to researching and developing partnerships, including liaising with local businesses and corporate contacts.

Maintain accurate supporter and donation records in the CRM database.

Support income generation through online sales of donated items, including assisting in managing listings and customer contact on platforms like Vinted and eBay.

Provide general administrative support to SLT, the Fundraising and Training & Advocacy Managers as needed, including document preparation and data input.

# Person Specification

**Key: (E) = Essential | (D) = Desirable | Method of Assessment: Application (A), Interview (I), Assessment Task (T)**

## **Qualifications:**

- A relevant qualification or equivalent experience in communications, marketing, media, or a related field (E) - A/I
- Evidence of continuing professional development (E) - A/I

## **Experience:**

- Experience of organising or supporting fundraising and promotional events (E) - A/I
- Experience of creating digital content across multiple platforms, including social media and websites (E) - A/I
- Experience of using a CRM system to manage supporter or donor data (D) - A
- Experience of updating and maintaining websites using WordPress or similar (E) - A/I
- Experience of using data, analytics, or audience insights to inform content and campaign development (e.g., Google Analytics, surveys) (E) - A
- Experience of working with multiple partners or agencies in a collaborative environment (D) - A
- Experience of contributing to or monitoring project/event budgets (E) - A

## **Skills, Knowledge and Abilities:**

- Strong written and verbal communication skills, with the ability to tailor messages to different audiences (E) - A/I
- Good understanding of digital marketing and modern communication tools, including social media platforms, email marketing, and online content creation (E) - I
- Knowledge of safeguarding legislation and statutory responsibilities (children and adults) (D) - A
- High level of digital and IT literacy, including proficiency in Microsoft Office (Word, Excel, PowerPoint) (E) - A
- Ability to build effective relationships and work in partnership with other agencies (E) - A/I
- Awareness and understanding of GDPR and data handling best practice (E) - I
- Ability to communicate clearly and sensitively with service users and professionals, both verbally and in writing (E) - A/I
- Ability to speak confidently at public events or presentations (E) - I
- Knowledge or experience of working in the charity or voluntary sector (D) - A/I
- Understanding of the role communications and fundraising play in supporting service delivery in a social impact organization (D) - I

## **Personal Qualities:**

- Highly organised with the ability to manage multiple tasks, deadlines and priorities effectively (E) - I
- Self-motivated, proactive, and able to work independently as well as part of a team (E) - I
- Flexible and adaptable, with a willingness to work occasional evenings and weekends to support events or campaigns (E) - I
- Confident, respectful and professional when dealing with internal and external stakeholders (E) - I
- Commitment to The Wish Centre's values, and an understanding of the sensitive nature of our work (E) - I
- Full UK driving licence and access to a vehicle for work purposes. (E) - A

**This post is subject to an Basic Disclosure and Barring Service check.**

This role description is accurate as of July 2025. It may be amended after consultation to reflect changes in organisational needs.

# How to Apply

To apply, please email an anonymised C.V and covering letter detailing how you meet the person specification to [recruitment@thewishcentre.org](mailto:recruitment@thewishcentre.org).

**The closing date for the position is 27<sup>th</sup> July 2025**

This post is subject to a Basic Disclosure and Barring Service check.

The Wish Centre is committed to promoting equality, diversity, and inclusion in all aspects of our work. We welcome applications from individuals of all backgrounds and identities.



# Staff Benefits

Our staff benefits program reflects our dedication to nurturing a culture of care and support within our organisation. From health and wellness initiatives to professional development opportunities, we offer a comprehensive range of benefits designed to enhance well-being, promote work-life balance, and recognise the valuable contributions of our team members.

Below are some of the benefits available to our valued employees:

- Flexible working - core hours need to be covered by the staff team, but flexible and hybrid working arrangements are in place and can be authorised by your line manager.
- Free onsite parking.
- Learning and development opportunities which are discussed with the employee in supervision and annual appraisal.
- 25 days leave, plus bank holidays (pro rata) together with an additional days leave for your birthday and a further day allocated once you reach 5 years service.
- Automatic enrollement to Westfield Health (private health insurance) which includes access to a 24/7 counselling line and high street discounts. Accessible for the employee and their immediate family members.
- Four free therapeutic sessions available via Lancashire Health and Wellbeing Centre per calendar year.
- Long service awards given at 10 years.