



COMMUNITY ENGAGEMENT OFFICER JOB DESCRIPTION

Fixed term - March 2021 to August 2021 inclusive.

Job purpose

- Raise the profile and awareness of WWSW with a view to widening participation and reach amongst target groups.
- Raise the profile and awareness of WWSW with a view to raising funds and support from a range of possible supporters, participants and donors.
- Support the operational running of WWSW CIC where required.

Duties and responsibilities

1. Responsible for the management of all marketing and promotion:

- Management of WWSW communications planning and activation.
- Liaise with PR agency spring 2021 in relation to PR budget and managing impact and associated process.
- Create communications plan which covers engagement with participants for trips and to generate support in terms of fundraising and contributions from those who come onboard.
- Update / liaise on all online channels with regular and mixed content e.g. social media and website, and align with WWF where relevant.
- Act as a central signposting hub for those who have never considered accessing the water in light that for many WWSW offers the first opportunity to do so. Track, monitor and respond.
- Share our post COVID 19 activities and schedule with participants, families and carers, and update contact details in line with GDPR (as well all other contacts created).

2. Fundraising and income generation

- Engage with community groups and a range of organisations, companies, families and individuals to ensure WWSW and WWF are considered and chosen, in terms of both participation and support. To include Lions, Rotaries, Business groups.
- Arrange for research and contact planning, for those who may wish to participate on Wetwheels – to include schools, colleges, charities and not-

for-profit agencies, visitors / tourists as well as families and those who might be hard to reach.

- Arrange for meetings (possibly virtual) and manage end to end process from engagement to booking, wherever possible ensuring a full or part £ contribution to the trip.
- Manage communications in light of those who may not have access to a computer or online channels, and reflect the high % of deprivation in the region.
- Liaise with WW Trusts fundraiser, and develop projects / narrative to target funds for both trips and core funding from September 2021, for running of the CIC - including community role, skipper and petrol / boat costs.
- Build on membership of local networking groups and engage key stakeholders e.g. local MPs, councilors and decision makers. Liaise with Directors on contacts and networking.
- Organise and manage fundraising event/s if possible post lockdown and to include a 'quiet' key stakeholder event, with potential to raise funds. Manage all logistics, invitees and social distancing, or if required virtual access.
- Link to Geoff Holt Founder, WWF CEO and Trustee Trevor Phillips on specific high level donors and strategic relationships in order to generate new support and profile.

Knowledge, experience and skills – Essential criteria

- Understanding and belief in Wetwheels values and our work with disabled participants.
- Ability to communicate clearly and engage with and influence potential supporters and networks, at all levels.
- Ability to work to tight deadlines often with changing and competing priorities.
- Think creatively to maximise new opportunities.
- Proficiency with IT and computer-based information systems and ability to work remotely in light of restrictions on movement.
- Understanding of managing budgets and delivering against targets.
- Flexible and responsive to changing events and schedules, with a willingness to go the Extra Mile.
- Display the highest levels of integrity and commitment.

Desirable criteria

- Fundraising experience be it in a professional or voluntary role.
- Existing connections with target groups e.g. schools, charities, Local Authorities and potential supporters in Devon and Cornwall.