



Bid and Content Writer - Job Description

Salary: £25,000 - full time 37.5 hours per week

Job Description

This is a new and interesting role for someone who's a self-confessed wordie! The Aloud Charity is looking for a Bid and Content Writer with at least two years' experience of researching, developing and submitting high quality, successful funding applications and reports. Combining your excellent writing skills with an ability to bring creative flair and adapt your style to any channel, the successful candidate will also have some experience working with social media channels and will be able to communicate effectively with a variety of audiences.

This role is part of The Aloud Charity's Development Team, which is responsible for managing a full spectrum of fundraising activities, written communications and online channels. The successful candidate will support the existing Development Manager through the preparation of Trusts and Foundation applications to deliver the Fundraising Strategy (contributing to an annual fundraising target of around £550,000). The work will be supplemented by ensuring that the communication we have with our funders, stakeholders and audiences is of the highest quality and is appropriate in regularity, tone and content.

The successful candidate will:

- Have at least 2 years' experience building relationships and working with Trusts and Foundations, with a strong track record of securing successful grant applications.
- Have a good understanding of social media platforms, with experience preparing high quality online content for websites, press or social media.
- Have excellent written skills with an eye for detail and an ability to adapt style according to audience.
- Have a passion for supporting the arts and young people in Wales.
- Be self-motivated, ambitious and have the ability to work well within a team and independently.

Tasks & Responsibilities

Bid Writing -

1. Support the delivery of the Fundraising Strategy and three-year strategic plan of The Aloud Charity.
2. Achieve the Trusts & Foundations fundraising target through a programme of applications, matching funding criteria to the work and projects managed by The Aloud Charity.

3. Contribute to the overall Fundraising Target through completion of planned applications, reports and other administrative duties.
4. Research and apply to new Trusts, Foundations and occasional Public Funding Bodies (i.e. Lottery) with detailed scheduling according to funder deadlines to optimise success.
5. Maintain portfolio of Trusts & Foundations relationships, liaising with staff, trustees etc. as relevant, ensuring that relationships are managed effectively, and all requirements are met in a timely manner.
6. Prepare evaluation reports for project deadlines.
7. Work closely with the Development Manager to identify relevant funding for charitable activities in line with the Ethical Fundraising Policy.
8. Play a full role in the Development Team with a flexible approach to meeting the varying demands and targets.
9. Take responsibility for maintaining and updating accurate records on the charity's database, eTapestry (Blackbaud).
10. Stay up to date with fundraising sector trends and opportunities.
11. Maintain awareness of current fundraising regulation and guidance (e.g., GDPR, Code of Fundraising Practice).

Content Writing:

1. Create engaging and high-quality bilingual content for The Aloud Charity's social media and online channels to convey the key messages and impact of Aloud to a broad range of stakeholders, such as supporters, funders and participants.
2. Contribute to the development and delivery of the Communications Strategy, through effective content scheduling and the publication of written articles, blog posts, podcasts and vlogs etc.
3. Assist with the preparation of regular bilingual external communications, including newsletters, email and fundraising campaign content.
4. Work with the team (and translators as appropriate) to ensure that relevant content from projects is captured, edited and promoted bilingually through the various communication channels.

Experience and skill requirements

	Essential	Desirable
At least two years' experience of Trusts and Foundations fundraising	✓	
Excellent written communication skills, with the ability to compose carefully crafted and persuasive correspondence to a variety of stakeholders	✓	
Experience liaising with Trust & Foundation representatives to understand what information funders are seeking in applications and an ability to shape written responses accordingly	✓	
Demonstrably strong research skills and the ability to identify and capitalise on leads	✓	
Experience producing engaging and influential social media posts for an organisation	✓	
Excellent interpersonal skills with the ability to build relationships with people at all levels of an organisation	✓	
Ability to work on own initiative to meet objectives and deadlines across a wide range of tasks, maintaining high organisational skills	✓	

IT literate, with experience of using Microsoft Office	✓	
Good understanding of the grant-giving landscape in the UK charity sector and / or UK arts sector		✓
Experience using creative tools such as Canva to create artwork and images appropriate for social media posts		✓
Experience using social media scheduling platforms, such as Hootsuite		✓
Experience of writing engaging online content such as blogs and articles		✓
Experience of using a Customer Relationship Management database including data entry and undertaking data analysis		✓
Understanding of the Code of Fundraising Practice		✓
Understanding of GDPR and the Data Protection Act		✓

Personal Specification

	Essential	Desirable
Understanding of and commitment to the work of The Aloud Charity	✓	
A driven, self-starter who is motivated to meet targets	✓	
Highly organised with the ability to manage a wide range of projects, prioritise own workload and meet deadlines	✓	
Ability to work alone and as part of a team	✓	
Ability to think creatively and proactively	✓	
Willing and able to work occasional evening and weekends to support key work commitments	✓	
Ability to communicate in Welsh – written and verbal		✓

Location: The Aloud Charity's office is based at Unit 1, Regents' Court, Nettlefold Road, Cardiff CF24 5JQ. We have an agile working policy that supports staff to work flexibly and choose a place to work from that supports the task in hand. This comes with an agreement that a minimum of 40% of the working week is completed from our office base to support collaboration and integration.

Hours of work: Full time 37.5 hours per week. Hours are worked flexibly to support the well-being of staff as well as meeting the business needs of the organisation. They may include occasional evenings and weekends.

Holidays: 25 days annual leave plus bank holidays.

Pension: Contributory pension scheme available. We currently provide a pension contribution of up to 3% of gross pay after completion of the probationary period.

Notice period: 1 month.

The Aloud Charity is committed to providing an inclusive, respectful and welcoming environment for all members of staff and those it works with. We value all staff and potential staff as unique individuals, and we welcome the variety of experiences they bring. We do not allow discrimination. We believe everyone should be treated equally regardless of gender identification, race, disability, ethnic or socio-economic background, age, family circumstances, marital status or civil partnership, religion, sexual orientation, gender reassignment, pregnancy and maternity or other irrelevant difference, and are committed to working with diversity in a positive way.

Aloud positively welcomes and encourages applications from groups of people who are under-represented including Black, Asian and Ethnically Diverse people, D/deaf, Disabled and

Neurodivergent people, Welsh speakers and those with protected characteristics. The principles of fair and open competition will apply, and appointments will be made on merit.

To apply: Please send your CV and no more than a two-page cover letter outlining how you meet the requirements of the role to recruitment@thealoudcharity.com. Deadline for receipt of applications is 5pm on 18th October 2021.

Interviews will take place on 27th October and you will be notified of the whether you have been shortlisted by 21st October.

Thank you for your interest in The Aloud Charity

Your application and any associated personal information will be stored and processed in accordance with our Data Policy and destroyed after 6 months. If you are appointed and employed by us, the information you submit will be held securely and will form part of your employment record.