

Director of Communications,  
Fundraising, and Digital  
JOB DESCRIPTION



Director of Communications,  
Fundraising, and Digital  
JOB DESCRIPTION



THE ORGANISATION	page 3
INTRODUCTION	page 4
REQUIREMENTS	page 5
NEXT STEPS	page 12





## About Mermaids

Mermaids has been supporting trans children, young people, and their families since 1995. Mermaids has evolved into one of the UK's leading LGBTQ+ charities, empowering thousands of people with its secure online communities, local community groups, helpline services, web resources, events, training, legal support, policy and stakeholder engagement and residential weekends.

We also seek to educate and inform wider society on gender identity by helping professionals accommodate and reassure gender diverse young people.

Over the years, we've seen many changes in the language and understanding surrounding gender issues, but one thing remains the same: trans children deserve the freedom and confidence to explore their gender identity wherever their journey takes them, free from fear, isolation and discrimination.

# Director of Communications, Fundraising, and Digital

## INTRODUCTION



### Title

Director of Communications,  
Fundraising, and Digital

### Organisation

Mermaids

### Reporting Line

Susie Green - CEO



### A letter from the CEO

Dear candidate,

Thank you for your interest in the role of Director of Communications, Fundraising, and Digital with Mermaids. I believe it is a truly exciting time to join the charity. There's no other organisation like Mermaids. Whatever you do here you will be supporting our work to achieve our mission and make positive change for trans people for generations to come. Given the challenges facing transgender people on numerous fronts, it is more important than ever for the charity to step up.

If you want to be involved in one of the most current civil rights movements of our time, then this is where you need to be. This role is developing and growing within the organisation; you will work closely with me along with the rest of the team, to ensure that our visions and beliefs are central to all we do. You will be responsible for increasing our visibility and influence with our target stakeholders, and taking our marketing and communications to the next level including a step-up in media coverage.

I believe that Mermaids is a great place to work, and we are proud to have a culture that is welcoming, open, friendly and collaborative. Of course, we welcome applications from all sections of the community and we are committed to being a diverse and inclusive organisation so we can reflect and represent all trans and gender diverse young people in the UK.

if you have the passion and drive to help us achieve our vision. I look forward to hearing from you and, hopefully, joining us soon.

Yours,

Susie Green  
CEO

# Director of Communications, Fundraising, and Digital

## THE ROLE



### Overview

Effective media and digital communications and a clear fundraising strategy play a vital role in fulfilling Mermaids' vision to be a dynamic, forward-looking organisation of fully engaged people at the centre of the communities and family's that we serve. Director of Communications, Fundraising, and Digital will develop, challenge and lead on the development of the our external communications and fundraising strategies and delivery of these essential functions working closely with the CEO.

### Purpose of the role

The purpose of this role is to increase visibility and influence with external audiences and potential donors, and To develop a full range of best in class talent, tools and systems, to take our communications and fundraising activity to the next level.



# Director of Communications, Fundraising, and Digital

## THE ROLE



---

### General Responsibilities and Duties

#### Management, leadership, and planning

- Create and deliver an integrated communications plan to respond to Mermaids' Strategy
- Build an agile, relevant, timely, proactive and regular drumbeat of communications including:
  - Responding to external events, expected or unexpected
  - Informed by key policy and moments
  - Showcasing content and insights
  - Building Mermaids profile around key themes
  - Tell our story: bring to life the raison d'être and value of the organisation
  - Build the voice of Mermaids: credible, evidence-based, pragmatic, authoritative
- Build on the digital transformation of Mermaids and its communications by developing existing digital channels and platforms, with a goal of increasing the value of our digital footprint
- Provide the CEO, stakeholders, and colleagues with advice and support on all aspects of communications and public profile needs, as well as coordinating delivery and messaging across the organisation
- Develop the communications, fundraising, and digital team delivering holistic performance management and development
- Ensure monitoring and evaluation for communications including identifying and implementing benchmarks for performance and putting KPIs and targets in place
- Develop and drive an integrated planning calendar, ensuring it is up to date and a central tool for Mermaids
- Create and nurture effective partnerships
- Deliver and grow commercial revenue by developing the fundraising team, and new digital products
- Foster a commercial mindset within the communications, fundraising and digital function
- Contribute to the overall Mermaids strategy and planning including budget forecasting and adjustments
- Work actively to increase the overall profile and reputation of Mermaids and our work

# Director of Communications, Fundraising, and Digital REQUIREMENTS



## Competencies

- Proven ability to think and plan strategically within a fast moving, complex environment
- Strong credibility based on honesty and consistency
- Strong team spirit: willing to step in and help outside of core communications and fundraising scope and bringing teams together to work for the overall benefit of Mermaids
- Drive a culture that encourages integrity, openness, honesty and mutual respect; and where individual and team achievement and behaviour are encouraged and recognised
- Be visionary and inspire and engage others in the development and implementation of communications and fundraising
- Anticipate and diffuse conflict to reach agreement
- Demonstrate a powerful, convincing communication style
- Commercial drive and acumen
- Ability to understand complex policy areas and how to respond to them
- Ability to prioritise, organise and deliver in a fast-changing environment: and communicate this internally
- Ability to operate in an environment of media scrutiny and political sensitivity
- Acts to continue to develop and develop others
- Motivational, inspirational and enthusiastic approach to leading and management
- Self-motivated, driven, entrepreneurial, energetic and takes the initiative

# Director of Communications, Fundraising, and Digital REQUIREMENTS



## Experience

- Educated to degree level, with relevant professional qualification or equivalent relevant professional experience
- Demonstrable experience of developing and leading an integrated, proactive and strategic communications function
- Successful track record of scoping, setting up, developing and running communications projects and campaigns, and of leading project teams and delivering on clear objectives
- Experienced and confidence in achieving impact across all aspects of the media, fundraising, and digital
- Has a good understanding of what a “good” campaign should look like, the process and discipline required
- A proven track record in creating and delivering across the brand and marketing mix; creating actionable plans and implementing tactical initiatives
- Evidence of championing emerging communication technology strands and digital media
- Experience of managing and motivating teams, HR processes, performance and development



# Director of Communications, Fundraising, and Digital REQUIREMENTS



---

## Skills

- First-rate written, verbal and presentation skills, as a prerequisite, with proven ability to draft both cogent, succinct briefs and engaging copy/material
- Proven track record of managing and developing multi-disciplined teams across communications and fundraising
- Highly developed interpersonal skills, including tact and diplomacy and a proven ability to advise and influence others, with a track record of building strong working relationships with internal and external stakeholders including business, government and the media
- Proven influencing and negotiating skills, that leads to a results focused approach.
- Outstanding project management and organisational skills, attention to detail and execution of clear plans
- Personal stature, empathy and authority to converse with senior representatives of the Mermaids team and key stakeholders.
- Highly-developed horizon-scanning and research skills to gather key insight, monitor impact and analyse trends
- Ability to prioritise and manage own workload effectively, while remaining flexible and adapting to emerging new issues, short deadlines and other demands or challenges

## Ellwood Atfield recruits for organisations that are seeking to influence their external environments and public policy.

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media audiences.

Following interviews with Ellwood Atfield, successful candidates will be invited for interviews with the Mermaids in mid to late July.

**Please contact James Green for an initial discussion and to apply for the role.**



James recruits Directors and Heads for prestigious organisations across a range of sectors and specialisms.

James has headhunting experience spanning both in-house and agency for b2b Technology, Corporate Communications, Financial Services and Consumer PR.

These include Land Securities, Heathrow, Imperial War Museums, The Publishers Association, FIA Foundation, The British Academy, Which?, The Gambling Commission, The Institution of Civil Engineers, and Help for Heroes.

Mobile: +44 (0)7860 400 326

Email [james@ellwoodatfield.com](mailto:james@ellwoodatfield.com)



**The communications and advocacy headhunter**

Ellwood Atfield  
34 Smith Square, London SW1P 3HL  
T: +44 (0)20 7340 6480

Ellwood Atfield  
41 Rue de Naples, Brussels B1050,  
Belgium T: +32 (0) 2 503 57 34

[www.ellwoodatfield.com](http://www.ellwoodatfield.com)

Brussels • London • Geneva • Washington • Sydney