

PDA Society Communications and Fundraising Coordinator



Information pack



- 30 hours per week at £15.87 an hour
(Actual salary £24,757 - FTE £28,883)



- Hours may be worked flexibly over a minimum of 4 days a week.
- Home based with occasional prearranged in person meetings



- 25 days annual leave plus 8 bank holidays
(pro-rated for part-time)

- 4% employers' contribution to pension (can be uplifted to 6% with increased employee contributions)



- Truly flexible working in an organisation that understands and values neurodivergence and carers responsibilities.



Closing date for applications:

5pm on 14th August

Interviews:

27th August 2024



Welcome

Hello,

Thank you for looking at this pack and for your interest in becoming part of our team. This role is really important. PDA- autistic people are amongst the most misunderstood and excluded groups in society today and demand for support from our organisation is growing. We need to increase our reach and income to be able to meet that demand - and that's where this role comes in.

This brand new role of Communications and Fundraising Coordinator will be the first role in the organisation exclusively dedicated to increasing our sustainability by communicating why we are needed and the difference we make.

We need someone who can help us to:

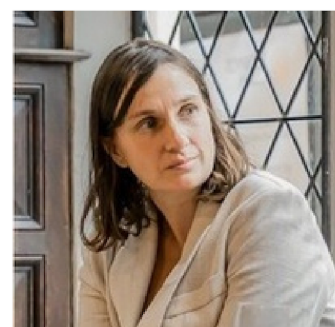
- Ensure our social media and email communications are welcoming, informative and useful for the PDA community.
- Build relationships with trusts and grant-giving organisations, and write successful funding applications that help us to grow.
- Develop the communications around our training offer and demonstrate to different audiences how our training could help them with challenges they are facing.
- Grow the number of individuals who make regular donations by developing the journey people take to become donors and ensuring that all donors know the difference they are making through their generosity.
- Provide digital support and stewardship for community fundraising events, making sure that people who raise money for us feel valued and know the difference they are making.

You'll need to be a great communicator who can synthesize information in different ways for different audiences, has incredible attention to detail, is able to work to deadlines and crucially cares about the difference we are trying to make as a charity, and about your contribution to that. In exchange you'll get to work with a friendly, supportive and can do team, who will be committed to seeing you thrive.

Looking forward to seeing your application.

Elizabeth (Ed) Archer

CEO PDA Society



About PDA and PDA Society

PDA is most commonly described as a profile on the autism spectrum.

This means that people with PDA are autistic, and may have differences in social interaction, communication and sensory processing, and some restrictive or repetitive behaviours. In addition PDA people will have a fear response to demands, and use social strategies to avoid them. The cluster of traits common to autistic people with PDA is known as a PDA profile.

Demand avoidance is not uncommon in autistic people; however, most demand avoidant autistic people do not fit a PDA profile. Whilst their behaviours might seem similar on the surface, the approaches needed for PDA autistic people and other demand avoidant autistic people can be different. Conventional strategies, such as consistent routine and structure, firm boundaries, or rewards and consequences, are not only ineffective with PDA, but can actually make things worse.

We do this in four ways:

- By raising awareness of PDA and providing high quality trustworthy information about it.
- By training parents and professionals so that they better understand PDA and what works in offering support that is helpful.
- By offering tailored support to families through our enquiry line service which is entirely staffed by trained people who 'get it', either because they are a PDAer themselves or because they are a parent carer of a PDA person.
- By supporting PDA- Autistic people and those that care about them to build mutually supporting safe connections and act collectively to influence change in their own lives and in Society as a whole.

We underpin all of this is our commitment to research and using evidence to influence better understanding, better support and better outcomes for PDA individuals in the future.

Last year we directly supported more than 9,000 people through our training and enquiry line. 1.1 million people accessed information on our site. This year we expect that number to rise even further.

PDA people deserve better understanding and support today – joining our team puts you on the frontline of providing that.

We are looking for someone with the experience and capabilities to undertake the following:

Provide support with our social media and email communications to ensure they are welcoming, informative and useful for the PDA community:

Create and schedule content that people enjoy, appreciate and share. Grow our online community. Respond to comments and direct messages. Ensure that our content is meeting the needs of the PDA community. Craft engaging copy and schedule emails to our mailing list. You might have experience in copywriting, social media marketing, email marketing, or have relevant transferable skills. It would be useful to have experience of autism & PDA.

Bring in funding through building successful relationships with funding organisations:

Identify prospective funders that care about the people we support and diligently work through their application processes to secure funding. After funding is secured maintain strong relationships and provide impact reporting. You might have raised money from grants and trusts in the past or successfully completed other detailed applications or validation processes. You might also have experience thanking donors or maintaining supportive relationships with organisations & individuals.

Create funding and marketing 'products' that encourage people to make their first donation, donate regularly, purchase training or make a new one-off gift:

Create content for digital channels including social media, email and our website which inspire supporters to take action and help them understand how they can make a difference to PDA people. You will develop an in-depth understanding about supporter priorities, perceptions and experiences of PDA to inform content about our mission which is clear, purposeful and engaging. You might have experience of copywriting and finding impactful images to support communications in the context of regular giving or ethical marketing.

Ensure that people who donate and fundraise for us are valued and continue to be invested in the impact they are having:

Maintain relationships with donors and fundraisers, ensuring that they feel valued, and inspire others by sharing beautiful examples of the impact of fundraising across our digital channels. This will involve managing our data around donors and supporters and communicating regularly through email and video calls. You might be able to demonstrate this through your experience of copywriting, journalism, running campaigns, influencing or customer service.

Influence and support our wider communications:

Support to the Communication and Community manager to create compelling messaging, which is consistently applied across all our channels, and support with the ideation and communication of fundraising campaigns. Ensure that our purpose and values are clearly communicated and continue to reflect the needs of the PDA community. You might have experience in a communications, marketing or fundraising role or have relevant transferable skills.

Application process - stage 1

The application process is broken down into three stages. If you have any questions about the role, or process, or need additional guidance please contact recruitment@pdasociety.org.uk.

We receive a lot of applications at the PDA society and so we have decided to ask candidates to complete a few skill based exercises at the initial screening stage rather than the more traditional application form at this point. We believe this is a more inclusive approach because it means anyone who has the skills can apply and potentially be shortlisted, regardless of their professional background or qualifications, and we can recruit with no bias as no personal data is included. It also gives you as the candidate an idea of what the role would entail. **Applicants must be eligible to live and work in the UK.**

Stage 1: Written tasks

Exercise one: A core element of this role is writing effective funding applications to grant-giving organisations, and we would like your writing style in this task to reflect the approach you would use to demonstrate impact in a trust application. Please explain in under 500 words how you meet the criteria from the role description.

Exercise two: Please draft the copy for a social media post for Facebook which explains what PDA is. Imagine your core audience are parents who have no existing knowledge about PDA. There is no requirement to create an image to accompany this, but you can choose to source a stock image and/or include an alt text description of what you feel would be an appropriate image or images.

Exercise three: Please draft an email to supporters on our mailing list, asking them to set up their first regular donation. We would recommend you look at the activities on our website to inform your answer.

We would not expect you to spend more than 2/3 hours on these tasks in total.

Please email the 3 exercises below to recruitment@pdasociety.org.uk. We will be scoring you on; how you meet the criteria in the 'what we are looking for' section above as well as your ability to demonstrate audience focused communication and attention to detail. Your documents should be sent via email with your initials as the title.

Please attach the tasks as separate documents naming each document with the number of the task. All the tasks are designed for you to be able to demonstrate different communication skills and styles.

In keeping with our Equal Opportunities Policy, we are committed to demographic monitoring. We would be grateful if you could complete our anonymous demographic monitoring form which is available to download from the recruitment page of our website.

Application process - stage 2

Stage 2: Shortlisting

If we are unable to narrow our shortlist to five candidates from the information provided at Stage 1, we will invite all shortlisted candidates to complete an application form. We will use the information in the form about your previous communications or fundraising experience to help us decide who to invite to interview.

How we shortlist. We use a score sheet to fairly shortlist applicants. Basically, we score applications against each core element separately. In stage one we will score the exercises against everything on the 'Things we are looking for' list, for accuracy and for how effective each of your communication examples would be for its intended audience. This means that we can't make a judgement of you based on your address, or qualifications you don't consider relevant enough to include in. With this in mind, it's really important that if there is something you think we need to know to be able to shortlist you that include it in your exercise. Two people will independently and without discussion score your application. Then once this is done, they will meet to discuss and aggregate their scoring.

We are a disability confident organisation who are committed to fairness and who actively seek a diverse and representative team. Should you chose to include any information about yourself in the task that may have led you to have experienced structural inequality of any type, the scoring team will actively consider how they can be confident that does not disadvantage you unfairly during this process. We are keen to build a team that is representative of and supportive to everyone in the PDA community so actively encourage applications from people with backgrounds and experiences that can help us in that mission.

We have tried not to specify where you will have gained your experience because we would like to see applications from anyone who has the ability to do this job. You do not need a university degree (or any other specific qualifications) for this role. So if you can show that you are able to do the job by referencing experiences you've had in previous jobs, your personal life, through volunteering or working collaboratively in an informal way with friends and neighbours, then please tell us about that.

If you are invited to interview you will receive an invitation by email.

If you are not shortlisted you will receive an email which outlines how many applicants there were for the role and what made shortlisted candidates stand out. As a small organisation we do not have capacity to give individualised feedback to every applicant - but hope that the overview reflects how grateful we are for the time invested in applications, and is useful to you in future job seeking.

Application process - stage 3

Stage 3: Interview

If you are invited to interview you will be asked if there are any adjustments you would like us to make to give you the best possible chance to do well. We are motivated to see you at your best so please let us know how we can support you to be as comfortable as possible. The interviews will take place online.

You will be sent a briefing about what the interview will look like, who will be there and what the interview questions will be. We will also ask you to fill out a full application form at this stage if we have not done so already. We will use this to identify additional questions we may need to ask to undertake safeguarding due diligence for the shortlisted candidates.

We know that many applicants will have caring responsibilities. We will try to be flexible in arranging interviews for times that work around these. If you need further flexibility or adjustments, please do ask.

We hope to be able to decide on who we would like to appoint after the first interview, however if there are several excellent candidates you may be invited to attend a second online interview prior to a decision being made. Further details will be supplied at that time.

Contact us

www.pdasociety.org.uk

recruitment@pdasociety.org.uk