Brand and Fund Raising Manager
Job Description

JOB TITLE:	Brand and Fundraising Manager
EMPLOYMENT BASIS	Full-Time
DIVISION:	Central Office
REPORTS TO:	Support Services Senior Manager

ROLE PROFILE

The Brand and Fundraising Manager strengthens Fondazzjoni Sebħ's public image, by leading its brand, communications, and stakeholder engagement strategy across its services. The role ensures consistent and mission-driven messaging, builds and nurtures strong external relationships and supports fundraising and partnership development. This strategic contribution advances Fondazzjoni Sebħ's long-standing commitment to protecting and empowering minors, supporting survivors of domestic violence and promoting family wellbeing within the community.

REPORTING LINE

The Brand and Fundraising Manager is accountable to Support Services Senior Manager.

TERMS AND CONDITIONS

The appointee is required to undergo an induction phase and other relevant training which may be deemed necessary. The post is full-time, on indefinite basis and subject to twelve months' probationary period. The person appointed is subject to the rules and regulations of Fondazzjoni Sebħ and the Archdiocese of Malta.

KEY RESPONSIBILITIES

The manager is responsible for building, promoting and safeguarding Fondazzjoni Sebħ's public image by developing and implementing a cohesive brand, communications and stakeholder engagement and fundraising strategy.

1. **Brand & Communications**

- Develop, strengthen and maintain the Foundation Sebħ's brand identity and key messages;

Fondazzjoni Sebħ
V01622 72/B Triq
Villambrosa, Il-Ħamrun, Malta
+356 2247 0900 | info@sebh.mt
www.sebh.mt

- Ensure consistent visual and communication standards across all platforms, promotion material and publications;
- Manage media relations, including press releases, public statements and responses to media enquiries - in liaison with his/her superior;
- Oversee Foundation Sebħ's digital and social media presence in collaboration with internal teams;
- Plan, coordinate and deliver branding campaigns, presentations, and public events.

2. External Relations & Fundraising

- Build, cultivate and manage relationships with benefactors, partners, and stakeholders;
- Lead the implementation of the Board approved fundraising strategy;
- Identify funding opportunities and prepare proposals, pitches and concept notes;
- Coordinate fundraising events and donor engagement initiatives;
- Maintain benefactors and partnership databases, ensuring proper stewardship, follow-up and acknowledgment.

3. Monitoring & Compliance

- Monitor and report on fundraising performance for senior management;
- Ensure ethical, legal and regulatory compliance in all fundraising and external-relations activities;
- Support administrative, financial and documentation processes related to communications and fundraising.

4. Other responsibilities

- Liaise and collaborate with entities/key figures/officials within the Church in Malta and Gozo, including the Archdiocese of Malta - in liaison with his/her superior/s;
- Supervise the Fundraising Administrator and any other assigned team members;
- Attend meetings, training, and undertake additional duties as required, in line with the responsibilities of the post and as may be assigned from time to time.
- Support his/her direct superior/s, and other colleagues.
- Observe and implement established policies and procedures.

QUALIFICATIONS AND EXPERIENCE

In possession of a Bachelor's Degree in Communications, Marketing, Public Relations, Management, Social Policy or a related field.

A minimum of four years of relevant experience. Proven experience in brand management, media relations, digital communications and campaign planning is highly desirable

Two years experience in a leadership position, as well as experience in working with an NGO will be considered an asset.

PERSONAL QUALITIES

- A strong alignment with Fondazzjoni Sebħ's mission, vision and values
- A compassionate, ethical and respectful approach to stakeholder engagement and public representation.
- Self-motivated, adaptable and able to work independently and collaboratively;
- Confident, approachable and capable of inspiring trust with diverse audiences. Creative thinker with strategic vision, capable of translating mission into compelling communication.

SKILLS

- Excellent written and verbal communication skills in both Maltese and English.
- Strong storytelling, brand messaging and content-creation capability across multiple platforms.
- Strong grasp of digital communications, including social media strategy, analytics and content planning.
- Ability to build and maintain strategic relationships with benefactors, partners, media representatives and key stakeholders.
- High level of organisational skills.
- Ability to handle multiple projects with attention to detail, timeliness, and consistency.

OTHER REQUIREMENTS

- Ability to work occasional evenings/weekends for events or urgent communications.
- Valid driving licence and have their own means of transport.

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HOW TO APPLY: Please send a written statement detailing how your skills match the requirements listed in this job description and quoting Ref. FS/2026/13, together with your CV, a recent police conduct and the contact details for 2 Referees to:

Elmer Stanmore
Support Services Senior Manager
Fondazzjoni Sebħ
Email: info@sebh.mt

The Job Description will be reviewed on a regular basis and may be amended by Senior Management of Fondazzjoni Sebħ to reflect the needs of the service. This Job Description should be read in conjunction with the contract of service.

Fondazzjoni Sebħ's talent acquisition procedures reflect our commitment to protecting children and vulnerable adults from abuse and exploitation. To this aim we follow the policy and practice guidelines issued by the Archdiocese of Malta and the Safeguarding Commission and any applicable legislation.