



## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	Fundraising & Income Generation Manager
<b>RESPONSIBLE TO:</b>	Chief Executive
<b>RESPONSIBLE FOR:</b>	Taking a lead role in fundraising and income generation
<b>LOCATION:</b>	Birmingham

### **JOB PURPOSE AND ROLE:**

The Fundraising & Income Generation Manager is responsible for raising the profile and general awareness of Age UK Birmingham & Sandwell's products and services. The role involves taking direct responsibility for fundraising across the organization with the aim of increasing levels of grants, donations and legacies. Managing the day to day marketing activities of the organization and long term marketing strategy for the charity.

### **PRINCIPAL RESPONSIBILITIES AND DUTIES**

1. To actively promote Age UK Birmingham and Sandwell's products and services, raising the organisation's profile.
2. To build, develop and maintain good working relations with external agencies, partners, media and local community groups.
3. To create, maintain and update all social media sites to inspire wider audiences, promote services and attract new supporters.
4. Create, develop and implement opportunities to increase fundraising and sponsorships.
5. Foster, develop and maintain relationships with local businesses, corporations, educational establishments and other professionals.

6. Develop a strategy to improve awareness of and increase of legacy donations.
7. Create, develop and implement promotional and marketing campaigns linking into national initiatives to broaden impact and raise the organisation's profile.
8. Monitoring and reporting on the effectiveness and progress of strategies and campaigns.
9. Writing marketing and promotional briefs, work with staff and clients to build a portfolio of case studies to demonstrate impact.
10. To design and produce promotional material such as brochures, posters and magazines.
11. Represent the organisation at internal and external meetings when necessary and present where relevant.
12. To stay up to date with current market trends and identify potential sales.
13. Encourage client participation in activities and events capturing positive experiences.
14. Attend regular meetings to report on progress and future strategies.
15. Organise and co-ordinate events for the benefit of the charity and participate.
16. Undertake regular market analysis and provide reports.
17. Identify grant and tender opportunities and write successful bids and applications to support service delivery.
18. Identify and develop collaborative working opportunities and service development opportunities to establish Age UK Birmingham as the key deliverer of services for older people in the city
19. Manage the process of preparing and submitting bids, applications and tenders referring back to the Chief Executive for approval as appropriate

20. Liaise with operational managers and the finance team to produce outline funding proposals for approval by the Chief Executive, and by the Board if required
21. Represent Age UK Birmingham at external events and contribute to raising and maintaining a strong external profile for the organisation
22. To undertake any other duties as required commensurate with the post and requirements of the organisation.
23. Commit to and undertake regular training sessions to extend and update own knowledge of health and wellbeing issues

### **Other Information**

- Age UK Birmingham is in full membership of and works within the philosophy and principles of the Age England Association.
- Age UK Birmingham is committed to equal opportunities, principles and practices.
- All staff, in their particular roles and working collaboratively, will be expected to pursue the aims and objectives of Age UK Birmingham set out in the overall strategic plan for the organisation.
- All staff must work within the policies and guidelines adopted by the organisation
- All staff will participate in the supervision and appraisal systems adopted by the organisation.