**Job Description**

**JOB TITLE Fundraising and Marketing Manager**

**BASED AT** Glen Vue Centre, Railway Approach,

East Grinstead RH19 1BS

**HOURS** 30 hours per week

**POSITION REPORTS TO** Chief Operations Manager

**JOB PURPOSE SUMMARY**

The Fundraising and Marketing Manager is a key member of the Charity with responsibility for developing and delivering our fundraising and marketing strategies, including management of our donor relations. The role also has lead responsibility for marketing across the charity, particularly focusing on social media, website, and other traditional outlets. Providing copy and strategic direction, but also including marketing of our services, and the development of our reach across the East Grinstead District.

In particular, the post holder will take overall responsibility for:

* Self-Motivated fundraising leadership, achieving financial target on an exponential programme.
* Marketing and communications leadership ensuring we hit our goals for awareness and supporter engagement.
* Planning, developing the fundraising and marketing functions.
* Promoting effective collaborative team working and a culture of professionalism, learning and development.

**KEY RESPONSIBILITIES**

**Fundraising Delivery and Implementation**

* Review, develop, implement, and manage our fundraising and marketing strategies.
* Have a creative approach to fundraising and fundraiser/donor engagement, recognising the special relationship fundraisers and donors have with Age UK East Grinstead & District.
* Provide guidance and leadership on events which involve volunteers, community, and individual giving fundraising.
* Strengthen these areas, adding to the portfolio where needed, finding creative solutions to engage new fundraisers, and reactivating lapsed ones.
* Lead on developing our individual fundraising strategy, moving our fundraising work into local communities.
* Add guidance and significant value to our growing area of individual giving (including in memoriam gifts, committed giving and legacies), establishing a marketing programme for each area.
* Ensure an excellent supporter care programme. Keeping up to date on key trends, best practice, and fundraising law.
* Increase income generation by identifying and developing new revenue streams whilst maximising existing opportunities, including trusts and foundations, statutory, community, events, and direct campaigns.
* Ensure excellent two-way communications between the Board of Trustees.
* Ensure reporting, monitoring and evaluation processes are robust and provide the necessary information to the Chief Operations Manager and Trustees.
* Manage and develop consistent branding, fundraising and communication materials across the organisation.
* Manage and develop fundraising and marketing aspects of the new Charitylog (CRM) system.
* Implementation of an activity plan to develop relationships with Trusts and Foundations.
* Conducting thorough research to identify new avenues of potential funding
* Liaising with staff to gather information and statistics on Age UK East Grinstead & District’ projects
* Drafting and submitting project proposals and reports
* Coordinating mailings to new and existing donors
* Maintaining the CRM, files, and handling administration
* Thanking and acknowledging donations within an appropriate time frame.
* Keeping full financial records and coordinating the allocation of donations with the Consultant Bookkeeper.

**Marketing and communications**

* Provide effective marketing leadership for the organisation in collaboration with the Community Centre Manager and Daybreaks Coordinator to drive forward transformational integrated marketing activities and campaigns.
* Ensure we have the activity and engagement pieces needed to connect the “younger/older” community with our work and services.
* Increase reach, stakeholder engagement, income, and advocacy, to foster long term supporters and growth for the charity.
* Alongside the Chief Operations Manager provide strategic leadership to ensure we have a clear strategy for marketing our services to “younger/older” people, helping to package our activity to ensure increased take up of our services.
* Provide creative and innovative solutions to increase the charity profile, working with the Community Centre Manager to identify potential opportunities for new marketing campaigns.
* Ensure we have the right offerings to engage audiences, including a strong case for support, for donors and supporters.
* Working with the consultant social media & website organiser, help to drive our digital strategy, injecting strategy, copy and expertise into our digital offering and keeping up to date with latest developments in the field, rolling out new ideas and activities where appropriate.

**Direct Marketing & Individual Giving Fundraising**

* Plan, implement and manage Age UK East Grinstead & District’s direct marketing programmes and fundraising relationships with mass (one to many) donors: In collaboration with consultant social media & website organiser for the digital components of direct marketing and fundraising activities.
* Develop and execute direct mail fundraising campaigns – with specific focus on both print and e-versions for Age UK East Grinstead & District’s Newsletter and Fund Appeals.
* Prepare and distribute direct mail and marketing activity with donors.
* Create, write, and execute email campaigns, direct mail appeals together with grant applications and annual national and local campaigns.
* Manage all digital communication with donors relating to e-appeals.
* Generate reports for use in the analysis of fundraising performance.
* Write content for and disseminate engaging Monthly Newsletter.
* Conduct follow-up to sustain and advance prospective donor relationships.
* Manage stewardship efforts by coordinating routine contact with supporters including email, other correspondence, and phone outreach on a regular basis.
* Record all communication activities with supporters on the relevant database.
* Donor Engagement Individual donor acquisitions
* Build and manage internal and external networks to assist in identification, cultivation and solicitation of donors and support
* Nurturing and engaging with existing Donors
* Maintain donor relationships through the development and implementation of appropriate donor journeys.
* Design and prepare all necessary materials to support donor journeys including thank you/acknowledgement letters.
* Convert one-off donors into regular givers and increase gift sizes from existing donors. Graduate existing donors towards Legacy givers.
* Segment different donor groups and tailor offerings for each group.
* Coordinate a daily gift acknowledgment process, ensuring that donors receive timely and appropriate communications.
* Record all gift and communication activities with donors on the relevant database

**Person Specification**

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| **Job Tile** **– Fundraising and Marketing Manager** |  |
| **Criteria:** E = Essential D = Desirable | **E or D** |
| **Experience:**  Proven experience in fundraising and marketing development.  Ability to project manage  Good track record of fundraising and application successes | E  E  E |
| **Knowledge & Skills:**  A good understanding of the needs of older people  A good understanding of the importance of Customer Satisfaction  Excellent administrative, organisational, and written skills (including the ability to set up and maintain database systems  Good IT skills including Microsoft ‘Office’ and ‘Excel’ packages  Demonstrate good interpersonal skills, including patience and understanding  Excellent communication skills, both verbal and written | E  E  E  E  E  E |
| **Competences:**  Ability to work on own initiative, prioritise own workload whilst managing subordinates’ output and targets  Ability to build and maintain good relationships with Customers, Trustees, and outside bodies | E  E |
| **Other Requirements:**  The understanding and commitment to equal opportunities and discrimination policies  An understanding of health & safety regulations and safeguarding responsibilities within the care sector  Ability to work on own initiative, prioritise own workload  Excellent planning skills  An understanding of the need for discretion and confidentiality  Problem solver, pragmatic and resilient, self-motivated and able to use own initiative  The initiative and vision to develop the role  Calm approach in pressured situations  An understanding and empathy of those living with dementia and other health conditions | D  D  E  E  E  E  E  D  D |