



**Recruitment Pack**

**Fundraising and Marketing Manager**

**September 2021**

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Application Form

Equality & Diversity form (*please return separately*)

There will be a formal interview by a panel together with a request of a short presentation by you on an pre- advised subject.

**Closing date for applications**

12 noon, Wednesday 13th October 2021

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**What we do across East Grinstead and the local area**

**Activity Centre**

Our Activity Centre is based at Glen Vue it is the hub of our operations. Our office staff are there and nearly all our services are delivered from there including the lunches served, Monday through to Friday. We have regular Talks, Entertainers and presenters, Card and board games, Bingo, Computer and tablet classes. Musical Fridays or for those that want to, a friendly place to chat with likeminded souls.

**Rainbow Hot Meals**

During 2020, we set up a home delivery service of hot lunch time meals delivered to vulnerable older people’s homes by a dedicated team of our volunteer drivers and members of the East Grinstead Lions.

**Trips, Outings and Holidays**

Each year we arrange many day trips, outings to places of special interest, and group holidays.

**Day breaks for Carers**

Our carers respite service was established in 2003 by Age UK East Grinstead, the County Council and the Alzheimer’s Society. It was initially designed to support carers or family members of those living with dementia or memory loss but now also caters for the elderly and frail. This operates every 1st and 3rd Saturday of each month and with the growing need for this type of service we are now looking to operate this every Monday.

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**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**

|  |  |
| --- | --- |
| **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 |

**How to Apply**

Application forms only, **please no CV’s** together with a completed Equal Opportunities form to the Chief Operations Manager

If you wish to enquire more about this opportunity, please call the chief Operations Manager on 01342 327046

**Please email your completed application** **together with a completed Equal Opportunities form to:**

[operations@ageukeastgrinstead.org.uk](mailto:operations@ageukeastgrinstead.org.uk)

**Or post it to:**

Cheif Operations Manager

Age UK East Grinstead & District

Glen Vue Centre

Railway Approach

East Grinstead

RH19 1BS

**Please complete this form in**

**BLACK INK & CAPITALS and return to:**

**Chief Operations Manager**

**Age UK East Grinstead & District**

**Glen Vue Centre**

**Railway Approach**

**East Grinstead**

**RH19 1BS**

**Alternatively email to operations@ageukeastgrinstead.org.uk**

**STAFF APPLICATION FORM**

Only information submitted on this form will be considered when assessing your application.

**CVs will not be accepted.**

**Post Applied for:** **Fundraising and Marketing Manager**

|  |  |
| --- | --- |
| **Surname:** |  |
| **First Name(s):** |  |
| **Address:** |  |
| **Telephone No:** |  |
| **Mobile No:** |  |
| **Email:** |  |

What is the best method to contact you? Telephone / Mobile / Email

## EDUCATION/ACADEMIC QUALIFICATIONS

Please start at the top with your most recent education/academic history.

|  |  |  |  |
| --- | --- | --- | --- |
| **School/Further Education** | **Dates Attended from/To**  **(Month & Year)** | **Qualifications Gained** | **Grade(s)**  **Achieved** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Specific Training Relevant to this Position** | **Date**  **(Month & Year)** | **Qualification**  **(if relevant)** | **Grade**  **(if relevant)** |
|  |  |  |  |

**EMPLOYMENT HISTORY**

|  |  |
| --- | --- |
| **From/To**  **(Month & Year)** |  |
| **Employer’s Name & Address** |  |
| **Position Held/ Reporting To/Brief Summary of Work** |  |
| **Reason for Leaving.** |  |
| **Final/Current Salary** |  |

**EMPLOYMENT HISTORY (continued)**

|  |  |
| --- | --- |
| **From/To**  **(Month & Year)** |  |
| **Employer’s Name & Address** |  |
| **Position Held/ Reporting To/Brief Summary of Work** |  |
| **Reason for Leaving.** |  |
| **Final/Current Salary** |  |

|  |  |
| --- | --- |
| **From/To**  **(Month & Year)** |  |
| **Employer’s Name & Address** |  |
| **Position Held/ Reporting To/Brief Summary of Work** |  |
| **Reason for Leaving.** |  |
| **Final/Current Salary** |  |

|  |  |
| --- | --- |
| **From/To**  **(Month & Year)** |  |
| **Employer’s Name & Address** |  |
| **Position Held/ Reporting To/Brief Summary of Work** |  |
| **Reason for Leaving.** |  |
| **Final/Current Salary** |  |

|  |
| --- |
| **Why do you want to work for us?**  Summarise why you would like this job and why you think you are a good candidate. Please relate your skills, knowledge and experience to the Job Description and the criteria in the Person Specification. Please use headings and extra pages if you wish. |
|  |

**Personal Contacts**

Please detail any personal contacts or relatives working within Age UK East Grinstead & District on either an employed or voluntary basis:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**References**

Please give the names and addresses of two referees, one of whom should be your current or most recent employer (if you have worked for your current employer for less than 5 years, we may also need to contact previous employers). The other referee should have known you **for at least two years** and **MUST NOT** be a family member. If your circumstances mean that you are unable to provide current references, we will be happy to discuss this further with you.

**Please give contact details for two referees who meet the above criteria:**

**Current/Most Recent Employer**

|  |  |
| --- | --- |
| Name: |  |
| Company Name: |  |
| Position in Company: |  |
| Address: |  |
| Telephone No: |  |
| Email Address: |  |
| Relationship to You? |  |
| Can we approach this referee before interview? |  |

**Additional Referee**

|  |  |
| --- | --- |
| Name: |  |
| Address: |  |
| Telephone No: |  |
| Email Address: |  |
| How Known to You? |  |
| Time Known to You? |  |
| Can we approach this referee before interview? |  |

**Next of Kin/Emergency Contact:**

Please give details of your Next of Kin or someone to be contacted in the event of an emergency involving yourself:

|  |  |
| --- | --- |
| Name: |  |
| Address: |  |
| Telephone No: |  |
| Mobile No: |  |
| Relationship to You: |  |

**Illness**

How many days have you been absent from work in the last three years due to illness?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On how many occasions have these absences occurred? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Disclosure of Criminal Convictions**

Do you have any convictions, cautions, reprimands or final warnings that are not “protected” as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013)?

YES ◻ NO ◻

The amendments to the Exceptions Order 1975 (2013) provide that certain spent convictions and cautions are “protected” and are not subject to disclosure to employers and cannot be taken into account.

Guidance and criteria on the filtering of these cautions and convictions can be found on the Disclosure and Barring Service website.

If you have ticked yes, please summarise details below.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
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Previous convictions will not prevent full consideration of your application to work with Age UK East Grinstead & District. Failure to disclose a criminal conviction whilst securing a post could result in the end of the staff member’s employment. A Disclosure and Barring Service (DBS) Enhanced check will be requested for all staff and volunteers undertaking specific roles.

Are you happy for the organisation to submit your name for a DBS (Disclosure and Barring Service) check:

◻ Yes ◻ No – please indicate why \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How We Use Your Personal Information on this Form**

The information you have provided on this form will be processed in line with the General Data Protection Regulations of April 2018. We will keep your personal details safe and will not share them with other organisations.

I understand that my personal details will be kept securely and will be entered onto the Age UK East Grinstead & District database system. I agree to Age UK East Grinstead & District processing and retaining the personal information contained on this form for any purposes connected to my application.

**DECLARATION:**

I confirm that the information given in this application is accurate and complete and that it may form the basis of a Contract of Employment with Age UK East Grinstead & District.

I understand that any false statement will be sufficient cause for rejection or, if employed, dismissal.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EQUAL OPPORTUNITIES MONITORING FORM –**

**STAFF, TRUSTEES & VOLUNTEERS**

Age UK East Grinstead & District aims to treat everyone fairly and according to their needs, to ensure that services are free from discrimination and prejudice. We also want to make sure that we can support as many people as possible with different needs and from different backgrounds and cultures. To help us do this we would be grateful if you would answer the questions below. Providing this information enables us to monitor our approach to equalities and all information given will be treated in strictest confidence and stored securely.

The form will not be used at any stage in the selection process. A disability or health problem does not preclude consideration for the job and applications from suitable people with disabilities are welcome. Please tick boxes as applicable.

**Date of Birth \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Your Gender** Male ◻ Female ◻ Prefer not to say ◻

|  |  |  |
| --- | --- | --- |
|  |  |  |

**Your Ethnic Origin:**

|  |  |  |
| --- | --- | --- |
| **White** | British | ◻ |
| Irish | ◻ |
| Any other White background – please specify ...................... | ◻ |
| **Mixed** | White & Black Caribbean | ◻ |
| White & Black African | ◻ |
| White & Asian | ◻ |
| Any other Mixed background – please specify ...................... | ◻ |
| **Asian or Asian British** | Indian | ◻ |
| Pakistani | ◻ |
| Bangladeshi | ◻ |
| Any other Asian or Asian British background – please specify.  ............................................... | ◻ |
| **Black or Black British** | African | ◻ |
| Caribbean | ◻ |
| Any other Black or Black British background – please specify.  ............................................... | ◻ |
| **Other** | Chinese | ◻ |
| Romany Gypsy/Irish Traveller | ◻ |
| Any other ethnic background – please specify ...................... | ◻ |
| **No Response** | Prefer not to say | ◻ |

**Your Sexual Orientation Your Religion/Belief**

|  |  |  |  |
| --- | --- | --- | --- |
| Heterosexual | ◻ | Christian | ◻ |
| Bisexual | ◻ | Buddhist | ◻ |
| Homosexual/Gay/Lesbian | ◻ | Hindu | ◻ |
| Transgender | ◻ | Jewish | ◻ |
| Other | ◻ | Muslim | ◻ |
| Prefer not to say | ◻ | Sikh | ◻ |
|  |  | Other – please specify ......................... | ◻ |
|  |  | None | ◻ |
|  |  | Prefer not to say | ◻ |

**Do you consider yourself to have a disability or long-term illness?**

|  |
| --- |
| Yes ◻ please specify.   * And do you need require any reasonable adjustments to assist you with the application and interview process.   .......................................................................................................................................................................................................................................................................................................................................................................................... |

|  |  |
| --- | --- |
| No ◻ | Prefer not to say ◻ |

**Thank you for taking the time to complete this form.**

**Please return to:**

Chief Operations Manager

Age UK East Grinstead & District

Glen Vue Centre

Railway Approach

East Grinstead

West Sussex

RH19 1BS

E-mail: [operations@ageukeastgrinstead.org.uk](mailto:operations@ageukeastgrinstead.org.uk)