

Marketing, Communications & Fundraising Manager

About the organisation

Age UK Lincolnshire is an independent local charity and a valued member of the Age UK brand partnership. We are a dynamic, forward-thinking, and welcoming organisation, dedicated to supporting over 6,000 people across the county every month. With offices and retail outlets throughout Lincolnshire, we offer a wide range of services, social groups, and activities designed to help older people stay independent, active, and enjoy a fulfilling later life.

Our vision – **a world where older people flourish** – is delivered in the pursuit of our strategic priorities and values:

To improve the lives of older people

Caring & Understanding

To increase our organisation's financial sustainability and contribution to the local economy

Dedicated & Passionate

To be leaders in providing high quality services and achieve customer excellence

Dignity & Respect

To be a partner of choice

Independence

To be an employer of choice for staff and volunteers

Compassionate

We're a growing organisation with over 260 dedicated employees working across 19 departments, supported by more than 200 passionate volunteers. As we continue to expand, we're looking for talented individuals who share our vision and values to join our team. If you're inspired by our mission, aligned with our strategic priorities, and committed to making a difference in later life, we'd love to hear from you.

Our recruitment and selection process

To ensure a fair and consistent approach, all candidates must complete our application form we do not accept CVs. The form is designed to capture key information about your employment history, qualifications, and skills gained through work or education.

We encourage applicants to refer closely to the job description and person specification when completing their application. This helps demonstrate your understanding of the role and how your experience aligns with our requirements.

Once the job advert closes, applications are reviewed by the hiring manager for shortlisting. In some cases, applications may be considered before the closing date if we receive a high volume of interest.

Interview Process and Reasonable Adjustments

At Age UK Lincolnshire, we aim to make our interview process as welcoming, fair, and accessible as possible.

If your application is shortlisted, you will be invited to attend an interview, which may be held in person or via video call (Microsoft Teams) depending on the role and circumstances. During the interview, we'll explore your experience, skills, and alignment with our values and the requirements of the role.

We are committed to ensuring that all candidates have equal access to opportunities. If you require any reasonable adjustments to support you during the recruitment or interview process; such as accessible formats, additional time, or alternative arrangements please let us know when you are invited to interview. We will do our best to accommodate your needs.

Job Description

Job title:	Marketing, Communications & Fundraising Manager
Department:	Marketing, Communications & Fundraising
Location:	Primarily office based (36 Park Street, Lincoln LN1 1UQ) with some work in the community
Hours of work:	35 hours per week
Contract:	Permanent
Responsible to:	Finance & Business Support Director
Job purpose:	To lead the development and delivery of marketing, communications and supporter engagement activity across Age UK Lincolnshire, raising awareness of the charity, its services and impact. To develop and implement effective marketing and communication strategies that strengthen the organisation's brand, engage key audiences and support fundraising through donations, partnerships, campaigns and community support. To oversee marketing and communications across digital, media, print and website channels, ensuring consistent, engaging and effective messaging. To build and maintain strong relationships with supporters, donors, volunteers, partners and other stakeholders, acting as an ambassador for the charity and its values.

Key Responsibilities:

Marketing & Communications Strategy

- Develop and deliver marketing and communications strategies that raise awareness of Age UK Lincolnshire, its services and impact.
- Lead marketing campaigns across digital, social media, email, website and print channels to engage key audiences and support organisational objectives.
- Monitor campaign performance, audience engagement and market trends, using insight and data to drive continuous improvement.

Brand, Content & External Relations

- Oversee the development of marketing content, publications, promotional materials, media releases and organisational communications.
- Protect and strengthen the Age UK Lincolnshire brand, ensuring consistent messaging and presentation across all channels.

- Build and maintain relationships with media, partners, community organisations and other stakeholders to enhance the organisation's profile and reputation.

Fundraising & Supporter Engagement

- Lead the development and delivery of fundraising activity, including community fundraising, legacy giving, corporate partnerships, sponsorship and supporter appeals, to support sustainable income growth.
- Develop and manage supporter engagement and communications, building long-term relationships with donors, volunteers, partners and supporters.

Planning, Systems & Performance

- Manage marketing and communications budgets, systems, suppliers and agency relationships to ensure resources are used effectively.
- Oversee the organisation's website, CRM and marketing systems, ensuring information is accurate, current and effectively utilised.
- Produce reports, dashboards and performance updates to demonstrate impact and support decision-making.

Leadership & Organisational Support

- Lead, support and develop the Marketing, Communications & Fundraising team, ensuring priorities are delivered effectively and professional standards are maintained.
- Work collaboratively with colleagues across the organisation to support services, projects, campaigns and strategic objectives.
- Attend and contribute to internal and external meetings and undertake other duties appropriate to the role
- Carry out all other duties as can be reasonable requested by your Line Manager.

Person Specification

E	Essential	D	Desirable	A	Application	I	Interview
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Experience

Significant experience in marketing and communications, including campaign planning, digital marketing, content creation and brand management.	E	A/I
Experience of developing and delivering successful marketing and communication strategies.	E	A/I
Experience of building and maintaining effective relationships with stakeholders, partners, media and community organisations.	E	A/I
Experience of managing and developing staff or volunteers.	E	A/I
Experience of supporting fundraising activities, donor engagement, events or sponsorship initiatives.	D	A/I

Knowledge

Strong communication and content creation skills, with the ability to produce engaging content across a range of channels and audiences.	E	A/I
Experience of digital marketing, including social media, website management, email marketing and campaign analytics.	E	A/I

Strong organisational and project management skills, with the ability to manage multiple priorities and deadlines.	E	I
Experience of using CRM systems, supporter databases and Microsoft 365 applications.	E	A/I
Ability to use data, audience insights and performance reporting to inform decisions and improve outcomes.	E	A/I
Experience of graphic design software and content creation tools.	D	A/I
Understanding of fundraising principles, donor engagement and supporter journeys.	D	A/I

Education & Qualifications

Relevant qualifications.	E	A/I
Evidence of training and ongoing development.	E	A/I

Personal Qualities

Professional, creative and proactive, with the ability to work independently and use initiative.	E	I
Excellent interpersonal skills, with the ability to build positive relationships and act as an ambassador for the organisation.	E	A/I
Commitment to equality, safeguarding, confidentiality and the values of Age UK Lincolnshire.	E	A/I
Understanding of, and commitment to improving the lives of older people.	E	A/I
Knowledge of Age UK Lincolnshire services and the local community.	D	A/I
Professional, creative and proactive, with the ability to work independently and use initiative.	E	A/I

Additional Information

Using your car

It is an essential requirement to have a full UK driving licence with access to your own car. You must provide your driving licence, proof of vehicle insurance with business use and the make, model and colour of your vehicle.

Mileage

We pay 45p per mile up to 10,000 miles and a reduced rate thereafter.

Probation Period

All employees at Age UK Lincolnshire are subject to a four-month probationary period. This allows both you and the organisation time to ensure the role is the right fit, and to provide support and feedback as you settle into your position. During this period, performance, conduct, and overall suitability for the role will be reviewed in line with our policies and values.

DBS (Disclosure & Barring Service)

A satisfactory basic certificate issued by the Disclosure and Barring Service.

Conditions of Employment

- Receipt of two satisfactory references (one must be a professional reference from your current or most recent employer; neither may be related to you)

- Proof of your right to work in the UK (please visit <https://www.gov.uk/prove-right-to-work> to find out what documents we can accept as proof of identity)
- A satisfactory enhanced certificate issued by the Disclosure and Barring Service (please visit <https://www.gov.uk/government/publications/dbs-identity-checking-guidelines/id-checking-guidelines-for-standardenhanced-dbs-check-applications-from-1-july-2021#group-1-primary-identity-documents> to find out what documents we can accept as proof of identity)

To find out more about this role please email HR@ageuklincolnshire.org.uk or call 01522 696 000 and ask to speak to a member of the HR team.