

Fundraising & Marketing Manager

Job pack

Thanks for your interest in working at Age UK Wiltshire. This job pack should give you everything you need to know to apply for this role.

In this pack you'll find:

- Information about the team and role
- The role profile and person specification
- Our approach to equality and diversity

Want to chat about this role?

If you want to chat about the role further, you can contact Chris Williams by emailing chris.williams@ageukwiltshire.org.uk and we will arrange a suitable time to have a chat.

The Role:

Age UK Wiltshire is a trusted and influential charity dedicated to improving the lives of older people and unpaid carers across Wiltshire, Swindon and Southampton. Through a wide range of services, information, advice and community support, we enable people to live well, stay connected and remain independent for longer.

As a member of the Executive Team, the Fundraising and Marketing Manager will play a pivotal strategic leadership role in shaping the organisation's future sustainability and impact. This newly created position has been established to drive a step-change in income generation, brand profile and stakeholder engagement, ensuring Age UK Wiltshire is well positioned to meet growing demand for its services while delivering its strategic ambitions through to 2028.

The postholder will lead the development and delivery of an ambitious fundraising and engagement strategy that diversifies and grows income across multiple streams, including trusts and foundations, corporate partnerships, individual giving, community fundraising, legacy giving and major donor development. Working closely with colleagues across the organisation, they will ensure fundraising is fully aligned with service priorities and organisational objectives.

Alongside income generation, the role will lead the organisation's marketing and communications function, raising the profile of Age UK Wiltshire, strengthening its public voice and increasing awareness of the vital support it provides. This includes developing compelling campaigns that showcase the impact of services such as Wellbeing Checks with Meals, helping to reach more people in need while inspiring supporters, partners and funders to engage with the charity's mission.

The Fundraising & Marketing Manager will also provide strategic oversight of the charity's retail proposition, supporting the continued commercial success and development of its Charity Shops as a vital and sustainable source of unrestricted income. Working collaboratively with the retail leadership team, they will help maximise performance, enhance the customer and donor experience, and ensure retail continues to contribute significantly to the organisation's long-term financial resilience.

This is an exciting opportunity for an experienced, commercially minded and values-driven leader to make a lasting difference. The successful candidate will bring strategic vision, creativity and strong relationship-building skills, enabling Age UK Wiltshire to grow its reach, influence and income while ensuring older people and unpaid carers remain at the heart of everything it does.

Role profile:

Job Title:	Fundraising & Marketing Manager
Hours & Salary:	Hours: 30 hours per week Salary: £35,000 per annum (based on a full-time equivalent salary of £40,833)
Benefits:	25 days leave entitlement, plus bank holidays, pro rata. Company pension with an employer contribution
Contract:	18 Months Fixed-Term with view to become permanent.
Main Location:	Hybrid or based in Devizes, with travel throughout the Wiltshire, Swindon and Southampton area when needed.
Reporting to:	CEO
Direct Reports:	Marketing and Fundraising Officer Marketing and Communications Officer Volunteers
DBS	Basic
Data	IAO (Information Asset Owner): As part of your role with AUKW, you will be responsible for information assets, that is - data that we hold about the individuals we work with. This means that under GDPR you are an Information Asset Owner (IAO).
Role purpose:	This is an exciting opportunity to join our Executive Team and play a pivotal role in shaping the future of our organisation by driving sustainable income growth, strengthening our public voice and extending our impact. This newly created senior leadership role will lead a step-change in fundraising, marketing and external engagement, increasing awareness of vital services, and developing new opportunities to engage supporters, partners and communities. With the chance to help deliver our ambitious strategy through to 2028, this role offers the opportunity to bring vision, creativity and leadership to an organisation committed to making a lasting difference in the lives of older people and unpaid carers
Main responsibilities:	
Fundraising Strategy & Execution	Develop and deliver an integrated income growth strategy with a primary focus on community & events, corporate fundraising and regular giving.

	• Corporate Partnerships: Identify, approach and secure new Corporate Partnerships across Wiltshire Swindon and Southampton. Create tailored partnership proposals, including sponsorship, B2B opportunities, employee engagement and CSR initiatives. • Community & Events: Develop and grow community fundraising initiatives, including events, supporter-led activities and local campaigns with 3-year development plans. • Regular Giving: Manage and develop stewardship activity for regular givers, identifying opportunities to grow regular giving. Grow and promote the Wiltshire Lottery. • Retail: Collaborate with the Senior Commercial Service Manager to develop fundraising initiatives within the Charity Shops to cross pollinate streams. • Grants: Support the Fundraising Officer in planning, securing and monitoring funding from grant giving organisation for services. Support the Executive Team with large grant applications. • Legacy Giving: Support the CEO in developing and promoting Legacy giving to secure long-term future funding. • Engagement: Attend selected events, engage with supporters, and represent the organisation positively within the community
Marketing & Communications	• Working with the Marketing and Communications Officer, develop and deliver an integrated communications strategy year on year that builds brand, increases income and trust - covering website content, social media, press and media relations, e-newsletters, print materials (flyers, leaflets, signage), and in-person/community-facing promotion across services, events, and shop locations. • Strengthen the charity's profile, brand, and public presence across all service areas, retail locations and fundraising streams. • Working with the Marketing and Communications Officer and Senior Commercial Service Manager, execute marketing campaigns specifically designed to promote 'Wellbeing Checks with Meals' to potential service users and their families. • Working with the Marketing & Communications Officer and Senior Commercial Service Manager, provide dedicated marketing support to the Charity Shops to drive footfall, increase donations, and enhance the retail brand.
Strategic Leadership	• Work closely with the CEO, Trustees, and Executive team to achieve organisational goals. • Imbed fundraising as a sustainable income stream and encourage whole organisation ownership. • Use insight and data to drive performance in specific fundraising streams and marketing campaigns.

	• Present updates and reports at meetings
Staff Support and Supervision	• Line manage the Fundraising Officer and Marketing & Communications Officer giving support with direction, training, guidance, and workload planning. • Assist in monitoring performance and progress to ensure objectives are met
General Responsibilities	• Contribute to the wider aims and objectives of the organisation. • Take part in Age UK Wiltshire events and activities as agreed. • To attend regular supervision sessions and annual appraisals with line manager to provide feedback and enhanced future planning and direction. • To attend staff meetings, training courses and other meetings as required. • To comply with Age UK Wiltshire policies with particular regard to Equal Opportunities, Health and Safety and Confidentiality. • To be committed to Age UK Wiltshire policy and procedures on keeping adults safe from abuse, ensuring that all alleged abuse is reported to the CEO and that safeguarding is embedded in all decisions and actions. • To show flexibility and a willingness to cover for other staff. • To be an active member of the Executive Team. • To provide support to the offices, staff and volunteers of the charity as required. • To carry out any other duties as may be reasonably required from time to time.

Person Specification

CRITERIA		ESSENTIAL	DESIRABLE
Experience, Knowledge, Skills and Behaviours.	Proven experience in fundraising, marketing, communications or income generation.	✓	
	Experience of developing and delivering successful fundraising campaigns and/or marketing initiatives that have achieved measurable growth in income, engagement or awareness.	✓	
	Experience of identifying, developing and managing a range of fundraising opportunities, including trusts, community	✓	

	fundraising, individual giving and corporate partnerships.		
	Experience of creating engaging marketing and communications content across digital and print channels, including social media	✓	
	An organised and proactive individual with the ability to manage multiple projects, priorities and deadlines effectively.	✓	
	Excellent written and verbal communication skills, with the ability to build and maintain positive relationships with supporters, partners and stakeholders	✓	
	Strong planning, organisational and project management skills, with attention to detail and a results-focused approach.	✓	
	Able to interpret data and evaluate fundraising and marketing activity to inform future planning and continuous improvement.	✓	
	Passionate about improving the lives of older people and unpaid carers, with a commitment to the values and mission of Age UK Wiltshire	✓	
	Proven experience of working within established systems, policies and procedures, ensuring compliance and accurate record keeping.	✓	
	Solution-focused, self-motivated and able to work independently using own initiative, while contributing positively as a collaborative team member.	✓	
	Full UK driving licence, access to a car and business-use insurance	✓	
	Experience of planning and delivering fundraising or community events, including carrying out appropriate risk assessments		✓
	Experience of using Canva (or similar design software) to produce marketing materials, posters and social media content		✓
	Experience of using CRM systems to manage supporter relationships and fundraising data.		✓

	Experience of working within the charity or voluntary sector.		✓
	Understanding of the issues affecting older people, unpaid carers and people who may be vulnerable or socially isolated.		✓
	Knowledge of fundraising regulation and best practice, including GDPR and the Fundraising Code of Practice.		✓

Equity, Diversity, and Inclusion

We are committed to creating an equitable and inclusive workplace, and we value diversity of thought, ability, and individuality. We know that we can only retain our position at the forefront of excellence in later-life care by learning, reflecting, and innovating, and we expect our staff to pursue continuous professional development. This applies to both service delivery and our internal practices.

A successful applicant will be willing and able to demonstrate commitment to our equity, diversity, and inclusion policy and practices at all times.

Our Values in Practice

We are committed to fostering an inclusive, respectful, and high-performing workplace. Our values guide how we work with each other, our clients, and our wider community.



Person Centred

We are holistic, caring, and compassionate

- Treat colleagues, clients, and partners with dignity, respect, and compassion.
- Listen actively and seek to understand individual needs, backgrounds, and perspectives.
- Recognise each person's uniqueness and adapt our approach accordingly.
- Offer support and encouragement to promote well-being and resilience.
- Uphold Equity, Diversity & Inclusion by valuing differences & challenging stereotypes or assumptions.



Trusted

We are professional, reliable, and honest

- Act in a professional manner with integrity and transparency in all interactions.
- Deliver on commitments and take responsibility for actions.
- Maintain confidentiality and handle data and/or information responsibly.
- Uphold professional boundaries while showing compassion.
- Ensure fairness and consistency, avoiding bias or favouritism.



Empowering

We nurture independence and ownership

- Encourage colleagues and clients to take initiative and make informed decisions.
- Share knowledge and skills generously to build confidence in others.
- Provide constructive feedback that promotes growth.
- Celebrate achievements and recognise contributions.
- Foster an inclusive environment where every voice is heard, diverse perspectives are welcomed & valued.



Ambitious

We strive for the best for our people, clients, and organisation

- Demonstrate commitment to personal and professional development.
- Embrace innovation, continuous improvement, and creativity.
- Set high standards and support others to achieve their goals.
- Work collaboratively towards shared organisational success.
- Promote equity of opportunity and advocate for positive change.



Equity, Diversity, and Inclusion underpins all our values

- Actively promote equality and challenge discrimination, prejudice, or exclusion.
- Respect and value diversity of thought, background, culture, and identity.
- Consider accessibility and inclusivity in all aspects of work.
- Reflect on their own behaviours and biases and take steps to address them.
- Contribute to creating a workplace where everyone feels safe, valued, and able to thrive.