

Job Description

Job Title	Fundraising & Marketing Manager
Reporting to	Chief Executive
Accountable to	Board of Directors
Location	Margaret Green Animal Rescue, Church Knowle, Wareham, Dorset BH205NQ
Hours	37.5 hours per week working flexibly within a 7 day week. <i>Additional hours may be necessary to meet the demands of the post.</i>
Salary	Starting at £34,000 per annum On completion of a successful 6-month probationary period this will rise to £35,000 per annum
Benefits	<ul style="list-style-type: none"> • Holiday of 25 days/yr. excl. all public holidays • 3% pension contribution (for qualifying employees) • Flexible hybrid working and Time off in Lieu (TOIL) • Funded CPD development activities and subscriptions • Well-behaved dogs are welcomed at work

Main Purpose:

You will lead a small team of 3 to maximise income generation via a suite of fundraising initiatives to agreed budgets and within an FR strategy that you will develop with the CEO. Promote positive internal and external communications to support organisational needs, increase brand awareness and support income generation in all areas of the charity.

MAIN RESPONSIBILITIES:

Fundraising

- Develop and implement a core fundraising strategy based on donor acquisition and management.
- Promote Community/Events fundraising activities and develop strong volunteer support in our communities.
- Develop fundraising relationships and activities with staff, community groups, members and supporters, schools and local businesses which focus on major donor fundraising, corporate partnerships and individual giving
- Proactively work to recruit new supporters and corporate partners by preparing well targeted funding applications, pitches and presentations

- Promote the take up of Gift Aid on all donations
- Develop effective, creative and inspiring marketing materials to support fundraising events, campaigns and initiatives within agreed budgets
- Keep abreast of all fundraising and marketing trends within the sector, including regular competitor analysis
- Manage the organisation's events including booking venues, target mailings, booking delegates, arranging catering etc.
- Ensure effective monitoring and evaluation of all activities in line with organisational and stakeholder requirements.
- Innovate use of online fundraising platforms
- Develop a legacy marketing plan and subsequent pledger/legacy reporting

Internal Communications

- Lead on brand across the charity taking ownership of the design, development and improvement of internal communications to support key messages, events and activities
- Build strong working relationships with the senior management team and colleagues to ensure that organisational news and updates are communicated effectively, and to enable the co-ordination of key events in FR and MARCOMs calendars.
- Develop a range of communication channels over digital, print and other platforms to ensure that information is communicated consistently to all stakeholders.
- Ensure regular internal communications are delivered to keep employees and volunteers informed, engaged and inspired.
- Establish good working relationships with volunteer groups and CSR clients.

External Communications

- Develop and implement communications which raise the profile and brand awareness of MGAR to positively influence key stakeholders and audiences
- Manage all digital platforms, to include the publishing of creative and original website and social media content that emphasises our mission, vision and values
- Raise awareness of MGAR in the community and identify promotional activities for the organisation through advertising and other initiatives.
- With support from Operational Managers / CEO, produce and circulate timely and accurate press release content as necessary
- Develop and implement a series of supporter journeys to ensure supporters are welcomed, retained and developed through time

- Develop and maintain an agreed personal ‘thank-you’ pathway for supporters, ensuring that all donations are appropriately recognised and communicated across the relevant platforms

This job description may be subject to change in line with the changing needs and demands of the organisation. The postholder is expected to be flexible and undertake other duties and additional tasks that may be required due to changing priorities or circumstances within reason and competence.

Person Specification

Essential Criteria

- Degree level qualification in a relevant discipline (e.g., communications, marketing) and 3 years’ relevant experience (preferably in the Third Sector)
or
- 5 years’ relevant experience (preferably in the Third sector) and demonstrable people management skills
- An empathy for the work of MGAR

Plus:

- Experience of internal and external stakeholder management, with the ability to deliver confident presentations, drive initiatives and maintain momentum
- Experience of developing and editing website and social media content for business purposes
- Experience of producing engaging communications, both offline and digital
- Demonstrated experience of achieving fundraising or similar targets
- Strong communication, influencing, organisational, writing and editing skills
- Proficient in the use of Microsoft Office applications including Word, Outlook, Excel etc.
- Current full driving license, valid in the UK, and access to a car or other form of transport which will permit you to carry out the duties of the post in full.
- Strong experience in use of CRM databases (preferably RE) to maximise supporter engagement and income generation

Desirable Criteria

- An understanding of fundraising challenges within the Third Sector
- Knowledge of the law relating to fundraising and data protection
- Pet owner

Other Requirements

- The post-holder will be required to travel to external stakeholder premises on a regular basis and therefore the successful candidate must have or be prepared to arrange “Business Use” car insurance to fulfil the duties of the role.

You should ensure that you have clearly specified how you meet the criteria on the application form. Failure to do this may result in your application being rejected.