



Job Description: Fundraising & Marketing Deputy

Location: Church Knowle, Wareham, Dorset

Responsible to: Fundraising and Marketing Manager

This job may be right for you if:

- You are resourceful, proactive, pragmatic and energetic. Happy to work on your own as well as collaborating with others
- Have a strong track record in, and passion for, marketing and storytelling
- You have excellent copywriting, proofing, editing skills and a proven ability to create content
- You have experience in building strong internal and external relationships
- An ability to multi-task and determine priority projects
- Are confident in networking - happy to email / call / meet new contacts and develop relationships with them
- You volunteer for new challenges, instead of waiting to be asked
- Have a clear understanding of marketing, at least 2 years' experience
- Experience within fundraising, at least 1 year (Internships, volunteer work and side projects count)
- Have strong IT skills
- Are committed to the work of Margaret Green Animal Rescue

Desirable skills:

- Knowledge in CRM systems, ideally Raisers Edge
- Worked within Digital marketing campaign(s)
- Understanding of GDPR
- Knowledge of Mailchimp

Responsibilities include:

Marketing

- Create materials including web content, social media, newsletters and regular email content for supporters

- Coordinating mailings to new and existing donors
- Engage with colleagues to decide how to work together and how to succeed
- Write and distribute press releases to print, radio and television and respond to media enquiries
- Ensure the smooth-running of communications and follow-ups with donors and supporters. Including Garden of remembrance and Legacy enquires

Fundraising:

- Representing the charity in a variety of events to inform potential supporters about the charity's vision, mission and work
- Raise funds for our cause and regularly meet or surpass fundraising targets
- To forge long-term mutually beneficial relationships with corporate supporters and raise funds towards the ongoing work of the charity.
- Processing charity sponsorship
- Contribute to the co-ordination of the Fundraising and Marketing team and support colleagues to reach agreed targets
- To undertake any such additional duties that are reasonably commensurate with the level of this post.
- To undertake/attend any training and/or meetings as required by the job role.

This job description is not intended to be an exhaustive list but to indicate the main responsibilities of the post. It will be reviewed periodically to take into account changes and developments of in-service requirements. Any changes will be discussed fully.

As part of this role, you will also support the events department as required which will require some weekend and evening working

This role is based at our Head Office: Church Knowle, Wareham, Dorset however there will be some home working whilst restrictions are in place. This will be reviewed.

Required licence or certification:

Driving Licence

In return...

You will be an instrumental part of an evolving and proactive team based within the beautiful rolling Purbeck Hills. This role offers many opportunities to develop your career and to really make a difference to the lives of rescue animals and wider community. You will be able to see the difference you have made first hand because you can quite literally walk out of the office and meet the animals you have helped!

Hours: Full time, 37.5 hours per week, 9:00 – 5:00. Would consider part time role on a pro rata basis.

Interviews will be held: May

Start date: June

If you believe you can fulfil the role please contact the Fundraising and Marketing manager, Jazmin House, via email with your application attached and subject line 'Fundraising & Marketing Deputy', CVs are not accepted: jazmin.house@mgar.org.uk