

Position:	Fundraising and Marketing Manager
NJC Scale:	34-39 with performance related year-end bonus of up to £4k
Hours:	40 per week
Normal Place of Work:	Crimea Road, Aldershot, Hampshire, GU11 1UD
Reporting to:	Operations Manager

Background to the post:

Step by Step is a dynamic local charity supporting young people. We are a forward thinking, innovative and caring organisation working to prevent homelessness for young people and the problems caused by homelessness. Offering accommodation, training, advice and support to those in need and facing adversity, we also promote widespread awareness of the issues involved amongst the local community. Many of our services are fully funded through grant and contract arrangements but other core services need to be fully or partly funded through grants, donations and support in kind.

Building on a successful history of fundraising you will develop strategies and plans for fundraising that seek to continue to maximise our income generation whilst keeping our costs to a minimum from this area. You will manage and lead our dedicated team of three part time community fundraisers, running events and appeals to raise our profile and income with the general public, organisations, groups, associations and corporations. In addition you will be responsible for directly bidding for funding for a range of sources such as trust funds, local authorities and grant giving bodies. You will utilise volunteers and supporters to support Step by Step and its fundraising efforts. You will also hold responsibility for marketing and publicity within the organisation, and will produce communications plan and oversee all press releases, newsletters and publications, as well as key on line communications such as our website and social networking media.

Key Responsibilities

- Develop, implement and achieve in line with agreed plans and budget a range of sustainable and pro active fundraising events and appeals and activities, in order to maximise income generation. This will include reviewing and updating Fundraising strategies.
- To manage the Community Fundraising team (made up of 3 staff of 1 full time equivalent) to maximise their performance, job satisfaction and retention.
- To identify, research, and assess potential funding opportunities. Develop proposals for projects that could attract new funding, seeking to maximise the 'hit rate' of bids submitted by evaluating the likelihood of success and working to submit a smaller number of excellent bids.
- Develop, implement and achieve a range of positive marketing and publicity activities to drive up public awareness, giving, volunteering, support of the Charity and to maintain a positive image of Step by Step in the local community. This will include reviewing and updating Marketing strategies.
- Taking responsibility for volunteers within the organisation. Recruit, develop and retain a significant numbers of volunteers: leading and managing them to contribute to delivering to the teams generated income target.
- Develop current supporters through nurturing relationships and maximising opportunities. Use the planned new supporters database to undertake a data capture and manage records on the supporter database, ensure all records are kept updated.

- Collate financial data and trends and report to the CEO and Board on your achievements against set targets.

General Duties

- Undertake any other duties as required in support of the organisation and as deemed appropriate from time to time.
- Willingness and ability on occasion to work outside of office hours to support the responsibilities of the role or wider work of the Charity.
- Willingness and ability to work flexibly in response to changing organisational requirements.
- A commitment to undertaking training and development to deliver a higher quality service.
- As and when required, be willing to deputise for Operations Manager as required and fulfil the duties of that post. Training will be provided as necessary.

Person Specification

Experience

- Wide experience in fundraising and / or sales & marketing.
- Experience in developing and successfully delivering fundraising strategies.
- Experience of managing a team of staff and / or volunteers.
- Successful track record, ideally of a minimum of two years, in raising significant levels of income from a range of different types of sources (e.g. grants, events, donations, sponsorship, legacies).
- Demonstrable experience of writing successful trust and other grant applications.
- Substantial experience of in fundraising and marketing and managing high profile events.
- Experience of community fundraising / raising income at a local level.

Knowledge, Skills and Attributes

- Excellent and persuasive interpersonal and written communication skills.
- Highly motivated with the ability to manage a wide range of projects, prioritise own workload and meet deadlines.
- Results and success driven.
- Ability to influence, lead and motivate and enthuse others (staff, colleagues, volunteers and supporters).
- Financial acumen – ability to understand accounts, budgets, and financial data.
- Imaginative, driven & energetic.
- Management of budgets and development and implementation of plans. High standards of numeracy and budgeting skills.
- Ability to plan, balance and cope with competing priorities. Excellent organisational skills.
- Excellent presentation skills.
- A creative and pro active approach to all areas of work.
- Commitment to delivering a high quality service.

Other

- Willing and able to work occasional evening and weekends to support key work commitments such as fundraising events.