

**Job Description**

**Post:** Fundraising & Marketing Officer

**Reports to:** Fundraising Manager

**Grade:** National Joint Council (NJC) SCP 25 – 29 £22,212 - £25,440

**Hours:** Full time 37.5 hours per week. Some flexible working will be required.

**Purpose of Role**

To play a key role in the development of the Fundraising and Marketing functions within the charity, helping us to grow our supporter base and create sustainable voluntary income. To provide excellent donor care, maximise donations to the charity and raise awareness of the organisation and homelessness.

To support internal and external marketing and communications functions.

**Key Responsibilities**

1. **To identify and develop fundraising income streams:**

* To work with the Fundraising Manager to develop and implement fundraising strategies across a range of income streams, including Individual Giving, Trusts and Foundations, Corporate, Legacies, Community and Events.
* To research and identify new fundraising streams and potential donors.
* To work with colleagues to develop strategies for exploiting opportunities identified, prepare proposals and monitor outcomes achieved.
* To generate increased income from existing sources and secure new fundraising income to agreed targets.
* To work with the Fundraising Manager to ensure the successful delivery of fundraising events and activities.
* To foster and maintain good relationships and communications with funders and donors in order to progress engagement and build loyalty.
* To provide support and guidance to community and volunteer fundraisers to help develop their skills in generating income for the organisation.
* To represent the charity at fundraising events, presentations and networking opportunities - (this may include evening and weekend work).

1. **To play a key role in communicating the organisation’s aims and objectives whilst maximising brand awareness:**

* To work with the Fundraising Manager to develop and implement the organisation’s communications strategy.
* To create and develop innovative new ways to communicate the organisation’s message.
* To input into the production of marketing materials, including design, copywriting and proofreading.
* To write other material including press releases, articles, blogs, tweets and web pages as required.
* To publicise our work across a range of platforms, including presentations, paper-based and electronic media.
* To maintain an up-to-date media list, develop links with key contacts, draft press releases and distribute to appropriate media.
* In partnership with the Fundraising Manager, to respond to media enquiries, assess our response, set up interviews, manage logistics and monitor media coverage.

1. **To contribute to the provision of efficient and effective administration systems within the fundraising and marketing function:**

* To provide a high quality, professional response to phone, mail and email requests and enquiries to the fundraising team.
* To manage the administration of donor income, including database management, reporting, thanking and banking processes.
* To acknowledge and update all online giving pages, engaging with supporters where appropriate.
* To coordinate event administration including booking process, participant correspondence, event materials and resources and post event follow-up.
* To monitor and analyse data to better understand our audience, testing segmentation and channels and reporting on results.
* To coordinate and manage fundraising materials stock.

1. **To carry out other duties as reasonably required by management:**

* At all times to represent The Whitechapel Centre in a positive manner.
* To ensure all services are delivered in line with, and taking account of, the organisation’s Equal Opportunities Policy and all other Whitechapel policies, procedures and Codes of Conduct, and that good practice is maintained at all times.
* To maintain good channels of communication and professional relationships with Whitechapel staff, volunteers, service users and all other stakeholders and external third parties.
* To work in other sections of the organisation, and to represent the organisation as required.
* To attend all staff meetings.

**Training**

The post holder will be expected to undertake training and retraining throughout employment in this post and will be expected to discuss and identify their training goals, with their line manager, to develop their knowledge base and ability in their role.

Health and Safety

Each employee has a duty under the health and Safety at Work Act (S.7) to take reasonable care of the health and safety of themselves and others at work , whether colleagues, service users, visitors or contractors.

The Whitechapel Centre is a non-smoking organisation**.** All staff have a duty to personally observe and ensure adherence to the organisation’s Smoking Policy, the purpose of which is to ensure that staff, visitors and service users are not exposed to tobacco smoke in and around Whitechapel premises, and during the course of business.

**Date last reviewed**: May 2015