

**Job Description**

**Job Title:** Funding and Marketing Manager

**Location:** Fixed base: Bradbury Building - Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH;
Working from Home where required

**Reporting to:** Chief Executive Officer

**Hours worked:** 37 hours/week (negotiable for a suitable candidate)

**Last reviewed:** December 2020

**Job Purpose**

To focus and drive income generation and marketing operations

To be responsible for achieving income from identified priority areas, and developing relationships with key funding partners

To lead, supervise and manage the Funding and Marketing team; and to be responsible for the development and managed implementation of the fundraising and marketing strategies to increase the income and profile of the charity

To ensure that the team is prioritising work plans to achieve the charity’s income targets

To promote innovation and strategic leadership to fundraising and marketing operations to ensure that the charity is able to exploit new opportunities in a changing world

**Duties and Responsibilities**

**Team Management Functions:**

* Lead the Funding and Marketing Team to work effectively and reach fundraising targets through clear prioritisation and evaluation of work plans
* Lead the implementation and development of the charity’s fundraising and marketing strategies, with a particular focus on increasing individual, community, corporate and trusts income
* Provide line-management, performance reviews, and regular supervisions of the Funding & Marketing team members, enabling staff to achieve their potential and to support staff wellbeing
* Prepare proposals for the charity’s annual budgets to support the charity’s income generation operations, considering return on investment and risks; and ensure that budgets are adhered to within the funding & marketing operations of the charity
* Contribute to the management team and the effective running of the charity
* Provide reports and evaluations of funding & marketing activity to the CEO and for Trustees

**Income generation functions:**

* Specific focus in developing, managing and delivering strategies and campaigns to increase identified priority income streams
* Promote engagement and support in fundraising and marketing opportunities across the wider staff team
* Ensure the charity is adhering to best practice fundraising developments and opportunities
* Identify trends in fundraising and income, and review the charity’s strategies and resources to maximise returns
* Manage fundraising and marketing events, supported by the wider team

**Marketing, PR and Media functions:**

* Ensure that the charity’s brand and messages are effectively communicated through all media, including through internally produced content and external media opportunities
* To be a main point of contact and to represent, or ensure representation of, the charity as required through mainstream media, including print, online and broadcast media
* Build working relationships with journalists and to present stories from families which highlight the effectiveness of the charity’s work
* Develop and maintain positive working relationships with internal and external stakeholders
* Identify and source or deliver media training to others within the charity, such as young volunteers
* Lead on development of the charity’s website

**General:**

* To adhere to the charity’s policies and procedures
* To communicate effectively with staff and volunteers
* To maintain expertise and identify training needs where further professional development will be beneficial to delivery of the post’s functions
* To undertake other duties appropriate to the role as may be delegated or required