

Funding & Marketing Officer Specification [2023]

Criteria Section	Criteria: Essential [E] and Desirable [D]	Method of Assessment
Qualifications	<p>A-Level qualification or equivalent, or higher [E]</p> <p>Relevant fundraising and/or marketing qualification or training [D]</p>	<p>Application Form</p> <p>Application Form</p>
Relevant Experience	<p>Experience of delivering a range of successful income generating activities and/or marketing campaigns [D]</p> <p>Experience of planning, preparing and delivering successful events [D]</p> <p>Experience of working in the charity sector [D]</p> <p>Experience of presenting and building relationships with stakeholders – demonstrating persuasiveness and credibility [D]</p> <p>Experience of delivering excellent supporter or fundraiser care resulting in successful income generation [D]</p> <p>Public speaking – including the ability to talk passionately and accurately about the essential work and income needs of charities [D]</p> <p>Experience of building, managing and developing productive relationships with people and stakeholders at all levels [E]</p> <p>Experience of marketing & PR, including developing campaigns, media releases, social media, talking on the radio and television [D]</p>	<p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p>

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<p>Knowledge</p>	<p>Understanding principles of charity fundraising [E], ideally including familiarity with fundraising regulation [D]</p> <p>Understanding approaches to developing a successful fundraising strategy [D]</p> <p>Awareness of good practice and trends in fundraising, and how to keep up to date [D]</p> <p>Strong IT skills including good working knowledge of Microsoft Office and a range of other software packages and online tools that can support marketing and fundraising delivery and admin processes [E]</p> <p>Experience of using Fundraising CRM data management systems, and understanding of benefits of good data management for fundraising activities [D]</p> <p>A high regard for health & safety, equal opportunities, and safeguarding policies and procedures, the principles of Data Protection [E], and experience in carrying out risk assessments [D]</p>	<p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p>
<p>Skills</p>	<p>Ability to work flexibly in response to changing situations [E]</p> <p>Ability to think and plan strategically, and an ability to assess and prioritise new initiatives to increase the income of a charity [E]</p> <p>Strong interpersonal skills, able to quickly develop warm, productive relationships. Able to understand and relate to people from a wide range</p>	<p>Application Form; Interview</p> <p>Application Form; Interview</p>

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	<p>of backgrounds, showing empathy and being able to engage and motivate others. [E]</p> <p>Excellent written and oral communication skills with the ability to enthuse and inspire others. [E]</p> <p>Ability to produce graphics, design publications, and produce engaging video content for use on social media, websites and print publications [D]</p> <p>Project management skills including the ability to multi-task a variety of responsibilities [E]</p> <p>Managing a varied and busy workload, working independently to deliver agreed objectives, without close supervision [E]</p> <p>Ability to handle difficult conversations with donors or supporters in a calm, sensitive manner [E]</p> <p>Ability to operate in a cohesive and supportive team and the importance of interdependence in achieving goals (team work) [E]</p>	<p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p> <p>Application Form; Interview</p>
<p>Other requirements</p>	<p>Ability to drive and to provide own vehicle, insured for business use [E]</p>	<p>Application form and Interview</p>