

# Job Description

<b>Job Title:</b>	Funding and Marketing Officer
<b>Location:</b>	Bradbury Building - Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH
<b>Reporting to:</b>	Funding & Marketing Manager
<b>Last reviewed:</b>	August 2024

## Job Purpose

To work as part of a team to develop and implement the charity's fundraising strategy; to generate and maximise income from a range of sources; and to develop and implement marketing initiatives and activities.

To work to achieve and, where possible, exceed agreed fundraising objectives within individual responsibilities.

This Job Description covers two posts in the charity: one of which has specific lead responsibility for Bid Writing; and one which leads on Events planning and delivery.

## Duties and Responsibilities (Bid Writing lead)

- To research and identify grants and bid opportunities that meet the needs of the charity and its development objectives
- To clearly communicate the needs and impact that funders will achieve and write persuasive and successful bids which address the grant making priorities and requirements specified by individual trusts, foundations or grant making bodies
- To collate evaluative information including quantitative and qualitative data from several sources (internal and external) and communicate this within written reports to funders to highlight the impact of funds received against the purpose for which they were awarded
- To ensure all successful bids are managed, monitored, evaluated, and reports compiled to ensure maximum return and compliance with funders' term

## Duties and Responsibilities (Events lead)

- To plan, manage and deliver the charity's annual schedule of events for example: memorial walks, Christmas Carol Concerts, and larger fundraising and marketing events such as themed balls, annual Christmas Quizzes and Easter Egg Hunts
- To ensure: event budgets prepared and tracked (income and expenditure); volunteer support and briefings for events; risk assessments; attendee registrations and communications managed
- Work with the F&M team to: identify and secure corporate events sponsorship packages; prepare events related marketing material (social media, email and printed material); lead on team evaluation of events, including assessing the return on investment of events and reviewing participant feedback
- To identify and develop event partnership opportunities with third parties

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## **Duties and Responsibilities (applies to all F&M team members)**

- To work within the Funding & Marketing Team to develop and implement an effective annual fundraising and marketing strategy, to support the organisation's plans
- To work to achieve fundraising targets for which the individual is responsible for
- To support the development, delivery and review of events
- To evaluate the success of fundraising activities and operations
- To continuously improve the effectiveness of fundraising operations
- To respond to enquiries and requests from fundraisers and supporters
- Develop and maintain relationships with individuals and organisational contacts to support ongoing and developing new income opportunities
- Explore and develop new and existing income opportunities. Ensure and co-ordinate the requirements of funders within any of their agreed deadlines
- Ensure that Nelson's Journey is represented professionally through all forms of media including social and digital, broadcast and printed media and ensure appropriate marketing activities are undertaken to raise awareness of the charity and its work
- Contribute and develop materials that support fundraising and marketing activities, including digital, printed, email newsletters and mailings, and online
- Support the recruitment, retention and supervision of volunteers to support fundraising & marketing activities
- To be aware of the fundraising landscape, best practice and trends and make suggestions and recommendations for new fundraising activities and opportunities
- To ensure that cash handling policies and procedures are followed at all times
- To ensure accurate recording, management and reporting of data as required, including personal data relating to supporters and funders in line with the charity's data protection policies
- To be responsible for admin functions relevant to tasks carried out
- To complete any tasks as reasonably required by the charity