

Job Description

Job Title:	Funding and Marketing Officer (Community and Individual fundraising)
Location:	Bradbury Building - Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH
Reporting to:	Funding & Marketing Manager
Last reviewed:	July 2025

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.

Duties and Responsibilities (Community and Individual fundraising)

- Build relationships with local community groups, schools, and individuals to encourage fundraising
- Communicate with and provide support and resources to fundraisers and donors, including welcome emails, guidance, and thank-you communications
- Attend community-led and third-party events to represent the charity, give talks, attend cheque presentations and strengthen engagement
- Design and deliver fundraising campaigns and activities for individuals and community groups, such as 'Purple Picnics', promoting regular giving etc
- Manage online fundraising platforms such as JustGiving and maintain accurate records on the charity's CRM (Beacon)
- Produce evaluations of fundraising initiatives and campaigns to inform future activities
- Ensure promotional opportunities for individual and community fundraising initiatives, including through the charity's social media, website, emails, and digital platforms

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

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- 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