

Marketing & Fundraising Officer



Essential Information:

Hours of Work	37.5 hours across 5 days, although we want all our team to have the work life balance they need. We're open to discuss compressed hours, flexible weeks or shorter hour contracts.
Salary	£28,730.32 - £30,726.79
Vacancy Type	1 year fixed term maternity cover
Location	Hybrid, out of our office in Bury St. Edmunds, Suffolk
Role Type	Marketing and Fundraising

What you'll do:

Our Marketing and Fundraising Officer will report to our Head of Marketing and Fundraising, and play a key role in raising the profile of Green Light Trust to targeted audiences through a range of marketing and fundraising activities and campaigns.

The priorities in this role will include:

- Researching and progressing fundraising opportunities to help us grow our income and impact
- Developing fundraising campaigns and appeals, and working on engaging communications to build our supporter base and generate income
- Record, monitor and track our fundraising progress and evaluate effectiveness of channels and campaigns
- Ensure supporter data is accurate and managed according to regulations, permissions and consent
- In consultation with finance colleagues, ensure that donations, other income and gifts in kind are correctly recorded and donors are appropriately and promptly thanked
- Contribute to the content plan, and create compelling authentic content to be shared via all marketing channels, using copywriting for blogs & news, as well as photos and videos / podcasts & vlogs
- Create and schedule engaging social media posts in line with campaigns and messaging

- Undertake monthly reporting on all marketing and fundraising activities, to evidence effectiveness of campaigns and growth of supporter base
- Liaise with suppliers for brand, design and campaign creation, and media contacts to raise GLT's profile across the region
- Update CRM for fundraising pipeline and reporting, as well as ensuring marketing and media contacts are up to date and segmented
- Liaise with the delivery team to identify stories and content ideas from the team and the pathways, events and participants

Who we're looking for:

The role will be a great fit if you:

- Understand the world of grants, trusts and fundraising
- Have excellent copywriting skills and are a very strong communicator, able to create compelling content
- Are competent using Canva, Adobe Creative Suite, Mailchimp and other marketing and fundraising systems
- Understand digital marketing and are skilled at social media
- Thrive on achieving targets and deadlines
- Have attention to detail: accuracy across both numbers and words is important
- Have strong IT skills and experience of using CRM, data monitoring and reporting
- Can travel to our sites across Norfolk and Suffolk as necessary
- Are passionate about our vision and values

Why Green Light Trust?

Founded in 1989 as a conservation charity, Green Light Trust is now a leading provider in East Anglia of education and wellbeing programmes for the most disadvantaged in society; mostly those in the lowest 5% in terms of their wellbeing and integration.

We have grown 200% over the past 2 years and we have a real sense of purpose and truly believe in our aim to help create a society where everyone has equitable access to the power of nature.

We support adults, children and young people, using the environment to rebuild, reawaken and refocus their lives. We sit at the crossroads between health, education and the environment, transforming the lives of people with some of the most complex needs and challenges, who have been unable to get the help they need from anywhere else. At the same time, our work is also improving the wild and green spaces we work in, by bringing woodlands back into management, increasing biodiversity and creating new habitats.

What's in it for you:

- **Technology** – Cloud based everything with a laptop and all the bits you need to work where suits you best – including remote IT support.
- **Proper holiday** - 25 days annual leave + bank holidays as well as that time between Christmas and New Year you always forget to book.
- **Flexible working as standard from day one** – Work from home or at our carbon neutral HQ (sit next to the wood burner) or a combination of what brings out the best in you.
- **Rewards and support** - Enhanced employee rewards package, no questions access to counselling support. Time out in the woods to be at one with nature. Supported time off when you need it most.
- **Genuine development** - Regular performance reviews, support, and progression opportunities.
- **Training and coaching** – Where do you want to be? What do you need to get there? Answer those questions and we'll find a way to make it happen with training and amazing coaching with [Alitus!](#)