



JOB PROFILE			
JOB TITLE	BUSINESS DEVELOPMENT AND FUNDRAISING MANAGER		
GRADE	BAND G	HOURS	37
MINIMUM SALARY	£31,931	MAXIMUM SALARY	£35,424
DEPARTMENT	BUSINESS AND DEVELOPMENT, SENIOR LEADERSHIP TEAM		
TEAM	COMMUNICATION AND FUNDRAISING		
BASE/LOCATION	HOME AND HEAD OFFICE		
RESPONSIBLE TO	CHIEF EXECUTIVE OFFICER		
RESPONSIBLE FOR	BUSINESS DEVELOPMENT, COMMUNICATION, MARKETING, PR AND COMMUNITY ENGAGEMENT		
KEY RELATIONSHIPS	<ul style="list-style-type: none"> • INTERNAL STAFF AND MANAGEMENT TEAM • COMMUNITY, SUPPORTERS AND DONORS • MEDIA, RADIO, TELEVISION ETC. • STATUTORY, VOLUNTARY AND COMMUNITY STAKEHOLDERS 		
JOB REFERENCE	B&D-HR-082	VERSION	v1.0 01.11.2023
JOB DESCRIPTION			
JOB PURPOSE			
<p>The post holder will have responsibility for delivering The Bridge (East Midlands) Limited communications and fundraising strategies. The role involves leadership and supporting the Communications & Fundraising team’s development and supporting the expansion of business. The role will be dynamic, stimulating and will require a significant amount of collaboration with internal and external partners and individuals.</p> <p>They will be focusing on promoting the organisation’s vision and mission to attract new and long-standing supporters and grow the organisation’s earned income streams.</p> <p>The post holder will be an innovative thinker, who utilises a creative approach, which will ensure that the public are engaged with the work of The Bridge (East Midlands) Limited. The post holder will use the lived experiences of our clients, to inspire volunteers, donors and other stakeholders to become passionate, long term supporters of The Bridge (East Midlands) Limited.</p>			

MAIN DUTIES AND RESPONSIBILITIES

COMMUNICATION RESPONSIBILITIES

- To build The Bridge (East Midlands) regional profile, and inspire the community to become supporters
- To increase the use of social media, in line with campaign objectives (service awareness & footfall, fundraising, homelessness awareness), and the organisational objective; to grow supporter audiences.
- To liaise with, and build strong relationships with local news outlets
- To produce and manage the distribution of content in relation to The Bridge (East Midlands) Limited fundraising campaigns and good news stories
- To manage The Bridge (East Midlands) Limited website
- To coordinate the development of new photo/video opportunities identified by The Bridge (East Midlands) Limited
- To manage relationships with The Bridge (East Midlands) Limited Graphic Designer, Printer and Web Developers to produce and deliver marketing material
- To manage the Marketing & Publicity Budget
- To provide quarterly reports to The Board of Trustees including Google Analytics, Social Media analytics, and any additional analysis from other campaigns (i.e. Google AdWords).
- To regularly engage with supporter organisations to deliver informative, poignant and engaging presentations to generate support and income

FUNDRAISING RESPONSIBILITIES

- To support the Senior Management Team with the achievement of the organisation's Strategic Objective: 'We will develop an effective and sustainable funding model'
- To generate unrestricted income against robust fundraising targets for the organisations core costs: writing effective Grant and Trust Fund applications, Community Fundraising through imaginative events, and creative online appeals.
- To support the Senior Leadership Team with grant and tender applications (restricted income) by contributing well written method statements which are creative, informative and concise
- To develop fundraising relationships with small and local businesses to generate new, regular, and one-off donors
- To provide monthly progress reports to the Senior Management Team
- To manage and regularly update The Bridge (East Midlands) Limited donor database and Relationship Management System (e-Tapestry)
- To identify and trial new methods of generating income for The Bridge (East Midlands) Limited

GENERAL ORGANISATIONAL DUTIES

- To comply with, and adhere to, The Bridge (East Midlands) Limited Quality Management System (QMS)
- To take responsibility for producing your own correspondence
- To take engage with, and contribute in, your own Training and Continual Professional Development
- To embed and exhibit The Bridge (East Midlands) Limited Values and Ethos in your work
- To take responsibility for your own health and safety and that of others in line with The Bridge (East Midlands) Limited Health and Safety Policy

- To undertake other duties as required by the Chief Executive Officer to ensure the smooth running of The Bridge (East Midlands) Limited

SPECIAL FACTORS

- This role is required to work occasional evenings and weekends
- This role requires a full driving licence and a car
- This role requires a Degree and/or a formal Fundraising/Communication Qualification

PERSON SPECIFICATION

The following criteria define the relevant knowledge, experience, skills and abilities which a candidate will need to demonstrate throughout the recruitment process. The criteria will be assessed at different stages including Application (A), Interview (I), Test (T) and/or Presentation (P).

No.	Criteria	A	I	T	P
1	Substantial, proven experience of formulating and delivering creative and successful campaigns	X	X		
2	Proven success in securing substantial amounts of income from various sources	X	X		
3	Substantial experience of effective researched networking, with a broad range of stakeholders	X	X		
4	Substantial experience of confidently delivering fast paced, informative and persuasive presentations	X			X
5	A working knowledge of Windows operating systems & software, including Microsoft Office and other databases including e-Tapestry	X			
6	The ability to develop and deliver innovative and effective fundraising ideas against tight timescales	X	X		X
7	Impeccable planning and organisational skills, with the ability to use your own initiative and manage multiple work streams	X	X		
8	A high-level commitment to ensuring that the organisation's values are embedded in your day to day work	X	X		X
9	Substantial experience of managing multiple corporate social media accounts and driving forward improvements	X	X		
10	Highly effective written and spoken communication skills, capable of winning support for The Bridge's mission, vision and services	X	X		X
11	The ability to translate our clients lived experiences into effective, empathetic and compassionate messages and campaigns		X		
12	Experience of developing a supporter journey with a strategic approach to communications		X		
13	Experience of working with the media to raise awareness and the profile of an organisation		X		
14	A formal qualification in fundraising and/or communications and marketing	X			