



The Welcome Centre

food bank and more...

JOB DESCRIPTION

POST: Fundraising Manager
RESPONSIBLE TO: Chief Executive
SALARY BAND: Manager - £31,115 to £35,155 FTE

JOB SUMMARY:

- To lead on developing and delivering The Welcome Centre's marketing and fundraising activities.
- To increase the profile of The Welcome Centre for the purposes of raising funds, increasing donations of stock, and supporting the recruitment of volunteers.
- To ensure the local community is aware of The Welcome Centre and its work, and that The Welcome Centre's image is a positive one.
- To maintain systems for recording, analysing, and processing donations.
- To network with local businesses, voluntary organisations, and community groups, to maintain existing relationships and develop new ones.
- Working with the Chief Executive, ensure all fundraising activities and marketing are carried out in line with GDPR requirements.

MAIN DUTIES AND TASKS:

Fundraising:

- To meet annual income targets as set by the Board.
- To work with the Chief Exec and Trustees to develop an annual fundraising plan, covering both internal fundraising activities and external fundraising by supporters.
- To develop and maintain a suite of fundraising tools and materials, covering a wide range of supporter audiences.
- Maintain up to date and accurate records of supporters and donations.
- Ensure proper processes are in place for The Welcome Centre to claim Gift Aid, and submit annual Gift Aid claims.
- Develop and maintain positive relationships with supporters, thanking them for donations and providing regular updates, where appropriate.
- Liaise with the Treasurer and Chief Executive as appropriate regarding the classification of funds.

Marketing:

- Ensure that The Welcome Centre's website and social media channels are kept up to date with accurate, engaging information.
- Lead on the production and distribution of promotional materials.

- Lead on handling all press enquires.
- Lead on coordinating and/ or delivering community talks and publicity events.
- Work with relevant colleagues to put together case studies, statistics, and images, to be used in marketing and promotional work.
- Maintain up to date and accurate marketing records.
- Maintain and observe The Welcome Centre's brand guidelines.
- Act as a community representative of The Welcome Centre at external events.

Other Duties:

- Liaise closely with the Chief Executive, providing regular updates on your work, to enable reports to be made to the Board.
- Undertake all administrative tasks with a high level of skill and accuracy, including word processing and maintaining data records.
- Support the day to day running of the service by helping to cover for holidays and absences, if required
- Perform other such duties as may reasonably be required from time to time.