

ROLE DESCRIPTION

Fundraising Marketing Manager

Salary: £29–35k (starting salary £29–33k) pro rata for 0.8FTE (28 hrs p/wk across 4 or 5 days)

Department: Fundraising

Reporting to: Head of Fundraising

Location: based at Challengers Head Office in Guildford, GU1 1TU with flexible working options across our site in Farnham and home/remote working.

Budget Responsibility: ca. £3k (IG and general FR marketing)

Line Management Responsibility: None

Purpose of the Role: To create standout targeted campaigns, supporter communications and fundraising assets to raise awareness of Challengers and generate income through engagement, with particular focus on individual giving, events and community fundraising.

DUTIES & RESPONSIBILITIES

- Collaborate within multi-disciplinary teams to agree briefs for fundraising campaigns and engagement initiatives.
 - Engage with fundraising managers to articulate and detail how marketing activities will contribute to achieving fundraising objectives.
 - Provide guidance on channels and strategies for achieving objectives, spanning from awareness raising, prospect generation, to conversion and retention.
 - Develop messaging, create compelling copy and lead on the development of concepts and design for marketing assets.
 - Lead on the design, development and delivery of campaign resources including engaging written, video, audio and image-led content to be used across social media.
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- Manage the circulation of draft copy and design for feedback from the relevant stakeholders.
- In partnership with the Communications Team and supporter care function in fundraising, implement campaigns across digital and print channels, including our own and 3rd party channels to reach target audiences.
- Work closely with the Head of Communications to ensure fundraising marketing campaigns and initiatives align with organisational goals for audience engagement.
- Continuously assess the effectiveness of our fundraising marketing activity through active monitoring of analytics and delivering and reporting against KPIs, presenting campaign evaluation reports that give insight into future activity.
- Keep up to date with industry developments and trends to ensure our marketing materials are high quality, relevant and follow best practices.
- To seek to advance the reputation, image and standing of Challengers at all times and to represent Challengers at external meetings as appropriate.
- Carry out any other reasonable duties as specified by the Head of Fundraising or Chief Executive Officer to support the work of the Challengers.

PERSON SPECIFICATION

- Experience in strategic marketing initiatives or managing projects for campaigns designed to prompt audience engagement and action.
- Familiarity with campaigns aimed at raising funds, diverse fundraising strategies, and digital fundraising platforms.
- Background in fundraising or wider charity comms.
- Outstanding verbal and written communication abilities, along with effective presentation skills.
- Ability to interpret results, analyse data and present in digestible formats for internal and external audiences (e.g. corporate partners).
- Experience in using social media as an integral part of campaigns to drive engagement and increase supporter base.
- Familiarity/ability and willingness to use design programmes (e.g. Canva), website CMS (e.g. WordPress), CRM (e.g. Salesforce), email platforms (e.g. Dot Digital) and Google analytics.

- Experience of coordinating Google and Facebook/Instagram Ads (including knowledge of how to set up, optimise and adapt campaigns)
- Able to use Microsoft packages including Word, Excel and Outlook amongst others to a high standard.
- Proficient in project management, capable of deploying project management methodologies.
- Awareness and understanding of relevant regulations including GDPR and the Fundraising Code of Practice.
- An empathy with The Social Model of Disability

Ability to travel for business, as well as flexibility to be available for occasional evening and weekend meetings and events will be expected.