

JOB DESCRIPTION

'Happy to talk about Flexible Working'

Job Title:	Fundraising Marketing Officer
Department:	Income Generation
Hospice Band:	Band F
Reports to:	Fundraising Marketing Manager
Responsible for:	n/a
DBS Required:	Enhanced

Job Purpose

This post holder will work closely with the Fundraising Marketing Manager to deliver all income generation communications and marketing activity across Birmingham Hospice.

The post holder will play a vital role in planning, implementing and developing fundraising campaigns, events and appeals. From designing print artwork and writing copy, to managing case studies and photography, as well as creating web pages and online forms, this is a varied post for a creative individual.

The post holder is expected to bring imagination, innovation and new ideas to the Income Generation Team to help secure and grow all forms of voluntary income and raise the profile of Birmingham Hospice.

Main Duties and Responsibilities

Planning and Development

- Manage own workload to deliver on set objectives and KPIs
- Build strong working relationships with all income generation and marketing colleagues and teams across the wider charity
- Research and develop new marketing trends and opportunities to help maximise income generation opportunities
- Ensure all income generation communications and marketing materials meet legal, compliance and regulatory requirements including Charity Commission, Gift Aid, GDPR and hospice policies
- Have a good understanding of income generation and hospice care
- Be an active participant in all income generation team meetings and working groups

Content Creation – print and digital

- Design artwork and write copy to support income generation colleagues
- Update existing artwork as required and brief external designers when needed
- Support income generation colleagues to produce and deliver direct mail appeals
- Work with fundraising colleagues to produce engaging supporter materials to help develop income from new and existing supporters
- Identify newsworthy fundraising and retail stories and support the delivery of press releases, editorial content and blogs accordingly
- Act as a brand guardian, ensuring Birmingham Hospice and its associated brands are recognised on all fundraising and retail printed collateral, merchandise and signage, as well as digitally
- Liaise with fundraising and retail colleagues and the Fundraising Marketing Manager to ensure all copy is proof-read, edited, signed off and approved in a timely manner
- Build strong relationships with external suppliers to ensure efficient working and value for money at all times.
- Build strong media and PR relationships with local and national press and engage them in the charity's fundraising and retail activities
- Ensure that all marketing materials are produced on time and within budget
- Lead on email marketing by producing and distributing high-quality and engaging communications to our database.

Case Study Management

- Support income generation campaigns by collating and distributing powerful and engaging case studies to be used across print, digital and social media
- Develop and maintain a suite of case studies, including patient, staff/volunteer and participant stories, to support income generation colleagues
- Ensure that all interactions with people involved in case studies reflect positively on Birmingham Hospice

Photography and Videography

- Lead on photography and videography support for income generation colleagues
- Develop and maintain a photography and videography suite
- Organise and manage photoshoots either internally or with external support (as appropriate)
- Build strong relationships with external suppliers to ensure efficient working and value for money at all times.

Digital and Social Media

- Work with the Fundraising Marketing Manager and Communications and Marketing Assistant to ensure that messaging is consistent across online and offline channels
- Create content for social media as and when needed as part of campaigns or day-to-day posting.
- Cover Communications and Marketing Assistant's workload during periods of absence (e.g., scheduling social media, etc.)

Expectations

- Work flexible hours including evenings and weekends when required
- Ability to travel to external meetings
- Ability to work across both hospice sites

- Assist at fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Fundraising Marketing Manager and/or Income Generation Director.

General Duties

Confidentiality

- All employees are required to uphold the confidentiality of all information records in whatever format, encountered in the course of employment and after it
- All employees are bound by the requirements of the General Data Protection Regulations when, in the course of their employment, they deal with information records relating to individuals

Equality and Diversity

- The charity is committed to promoting an environment that values diversity. All staff are responsible for ensuring that they treat individuals equally and fairly and do not discriminate on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex and sexual orientation. The charity expects all staff to behave in a way which recognises and respects diversity in line with the appropriate standards

Health and Safety

- All employees have a responsibility under the terms of the Health and Safety at Work Act 1974 to protect and promote their own health and that of others in the workplace
- All employees must comply with all charity Health and Safety Procedures

Infection Control

- The prevention and control of infection is the responsibility of everyone who is employed by the charity. Employees must be aware of infection control policies, procedures and the importance of protecting themselves and their clients in maintaining a clean and healthy environment

Information Governance

- All employees are responsible for ensuring they undertake any training relating to information governance, read the charity's policies, procedures and guidance documents relating to information governance, and understanding how this affects them in their role

Professional Development

- All employees must participate in an annual appraisal and develop a personal development plan with their Line Manager
- All employees are responsible for maintaining their statutory and mandatory training

Safeguarding Children, Young People and Vulnerable Adults

- The charity is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All employees and volunteers are therefore expected to behave in such a way that supports this commitment.

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs

PERSON SPECIFICATION

Job Title:	Fundraising Marketing Officer
Department:	Income Generation
Hospice Band:	Band F - £29,158-£34,042

Requirements	Essential	Desirable	How identified
Education and Qualifications	<ul style="list-style-type: none"> • Educated to A level or equivalent or can demonstrate a thorough underpinning knowledge and theory relevant to the role • Evidence of CPD 	<ul style="list-style-type: none"> • Educated to degree level or equivalent in marketing, PR, communications or English • Chartered Institute of Marketing qualification • IoF Institute of Fundraising qualification 	<p style="text-align: center;">A, C</p> <p style="text-align: center;">A, C</p>
Knowledge and Experience	<ul style="list-style-type: none"> • Experience of working in a fundraising and/or marketing environment • Experience of using graphic design software such as Adobe suite/Canva • Experience of briefing and managing external design, photography and PR agencies • Experience of copywriting for varied audiences • Experience of using WordPress. 	<ul style="list-style-type: none"> • Knowledge of the NHS/voluntary sector • Good knowledge of GDPR • Experience of organising and managing photoshoots and filming sessions • Experience of managing digital channels including websites and a variety of social media platforms 	<p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p>

	<ul style="list-style-type: none"> • Experience of using email marketing platforms such as MailChimp, Campaign Monitor, etc. 		A, I
Personal skills and attributes	<ul style="list-style-type: none"> • Advanced IT skills in particular in the use of Microsoft Word, Excel and PowerPoint • Self-starter with proven ability to use initiative • Creative thinking skills with the ability to spot opportunities for innovation and growth • Accuracy in writing and proof reading • Excellent interpersonal skills • Listens to and shares information, opinions and ideas • Ability to prioritise a busy workload • Communicates in a range of effective approaches tailored to the audience needs • Understands stakeholder needs and responds appropriately • Passionate about providing a good user experience and creating engaging content to convert readers to charity advocates • Willingness to participate in training and updates • Flexibility around work location and hours 		A, I I I I, T I I I I, T I I

A= Application form

I=Interview

T=Test

C=Certificate