

<b>JOB DESCRIPTION</b>	
<b>Post Title</b>	Head of Fundraising and Marketing
<b>Accountable to</b>	Chief Executive
<b>Responsible</b>	Team of four
<b>Contract Type</b>	Full Time
<b>Salary</b>	£45,000
<b>Location</b>	Cardiomyopathy UK office, Amersham, Bucks / Hybrid

**Job summary**

The post holder will be responsible for leading the charity’s fundraising and marketing work and will input into the charity’s overall direction and management as part of the senior management team.

**Main areas of activity**

- Be responsible for the day to day running of the fundraising, marketing and communications functions.
- Develop, implement and monitor fundraising strategies to deliver sustainable growth in income
- Develop, implement and monitor the charity’s marketing, communications and digital media work to enhance the public profile of Cardiomyopathy UK and increase the number of people using the charity’s services and supporting its work.
- Manage the fundraising and marketing team to ensure the effective delivery of strategic plans.
- Report to the CEO/Board on your department’s strategies, plans and progress against targets.

**Fundraising**

- Research, identify and prioritise potential fundraising opportunities.
- Engage with potential funders including trust, corporate and major donor funders, develop appropriate cases for support and oversee any application processes.
- Develop and maintain effective donor relations and supporter care programmes.
- Maximise income from a full range of sources.
- Ensure appropriate use of the charity’s database by the fundraising and marketing team and support its ongoing development.
- Develop a fundraising culture among staff and volunteers so all stakeholders are aware of the importance on income generation.
- Oversee the charity’s online shop and fulfilment, ensuring it is cost effective and meets customer needs.

**Marketing**

- Review the profile and brand for Cardiomyopathy UK ensuring it remains aligned to the charity’s goals and future direction.
- Create and implement a digital media growth plan.
- Set high professional standards, good practice and clear identity for all Cardiomyopathy UK materials, publications and website.
- Oversee the publication and production of the charity’s My Life magazine, annual review and other related publications so as to ensure they are produced to schedule and within budget.

- Oversee marketing campaigns for Cardiomyopathy UK products and services to existing and new target markets, in consultation with other teams set standards and procedures for marketing campaigns.
- Oversee the continued development and day to day management of the charity's website.

### **Media and Communication**

- Work with the Chief Executive to support the creation and delivery of awareness campaigns ensuring that awareness work is in-line with the charity's fundraising and marketing strategies
- Oversee the development and management of the charity's case study database ensuring that the charity has a wide selection of case studies to use across the charity.

### **Management**

- Ensure that all fundraising and marketing staff have and understand their job descriptions and have development plans in place.
- Lead on quality assurance in marketing and fundraising ensuring that high quality work is delivered on time and effective systems and structures are created to achieve this.
- Direct and manage the performance of the fundraising and marketing team

### **Financial**

- Develop annual budgets for the fundraising and marketing team.
- Regularly review the team's financial commitments and actual expenditure, alerting the Head of Operations and Chief Executive of any significant variations.
- Work with the Head of Finance and Operations and the Deputy CEO/Head of Services to ensure that any restricted funds are used as planned and any contractual obligations met.

### **General**

- Undertake other duties commensurate with the post as required by the Chief Executive and Board of Trustees from time to time.
- Abide by all Cardiomyopathy UK policies and procedures including those related to data protection
- Be familiar with matters relating to Health & Safety Management, as affecting themselves, their team and the organisation as a whole.
- Promote the charity's vision and values at all times.

***This is an outline of the post-holder's duties and responsibilities. It is not intended as an exhaustive list and may change from time to time in order to meet the changing needs of the charity.***

## Person Specification

Attributes	Essential	Desirable
<b>Education</b>	<ul style="list-style-type: none"> <li>• Degree level education or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• Further qualification in a relevant Field</li> </ul>
<b>Skills, Knowledge and Competencies</b>	<ul style="list-style-type: none"> <li>• Experience of managing fundraising and / or marketing teams</li> <li>• Track record of fundraising success through at least two of: corporate, community, trust, events, individual, major donor and legacy fundraising</li> <li>• Experience of developing and delivering organisation-wide fundraising strategies</li> <li>• Experience of donor stewardship and strong relationship building</li> <li>• Good understanding of marketing strategy, particularly in relation to brand marketing</li> <li>• Experience of planning and delivering excellent marketing campaigns</li> <li>• Experience and understanding of using digital channels as part of the fundraising mix to achieve results</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working as part of a small team and remotely.</li> <li>• Experience of working with volunteers.</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Ability to work flexibly, as part of a team</li> <li>• Confidence and ability to deal with people at all levels with tact and diplomacy</li> <li>• Self-motivated and ability to work on own initiative</li> <li>• Ability to plan and organise workload and multi-task</li> <li>• Ability to work under pressure and to strict deadlines across a range of activities</li> <li>• Flexibility to attend meetings or work outside normal working hours when necessary</li> </ul>	