

Head of Marketing and Fundraising

Application Pack



Dear Applicant,

Thank you for showing an interest in the role of Head of Marketing and Fundraising.

This is an exciting time for the Petty Pool Trust and the Head of Marketing and Fundraising will strategically lead our efforts in raising awareness, engaging supporters, and securing funding for our programs and initiatives.

I wish you every success with your application.

Kind regards,

Sally Garratt

CEO
Petty Pool



JOB TITLE: Head of Marketing and Fundraising
LOCATION: Petty Pool Vocational College, Pool Lane, Cheshire, CW8 2DR
REPORTS TO: CEO
SALARY: £43,264 - £49,646.44 (Grade 7)
HOURS: 35 hours per week, Monday - Friday (Hybrid with flexibility)

Head of Marketing and Fundraising

Company Overview:

Petty Pool is a medium-sized charity dedicated to empowering young people to discover a world of opportunity and possibility. With a passionate team and a strong commitment to our cause, we strive to make a difference in the lives of those young people with learning disabilities and difficulties.

Job Summary:

We are seeking a dynamic and experienced Head of Marketing and Fundraising to lead our efforts in raising awareness, engaging supporters, and securing funding for our programs and initiatives. Reporting directly to the CEO, the successful candidate will develop and execute comprehensive marketing and fundraising strategies to achieve our charity's goals.

Responsibilities:

- Develop and implement an integrated marketing and fundraising strategy aligned with the organisation's mission, vision, and strategic objectives.
- Lead and manage a team of marketing, communications and fundraising professionals, providing guidance, support, and mentorship to drive performance and achieve targets.
- Drive brand awareness and visibility through effective marketing campaigns, digital initiatives, and media relations.
- Cultivate and steward relationships with donors, sponsors, funders, grant givers and partners to maximise philanthropic support and revenue generation.
- Will lead the bid application pipeline to ensure key financial targets are achieved in line with our fundraising strategy.
- Plan and execute fundraising events, campaigns, and appeals to engage existing supporters and attract new donors.
- Utilise data analytics and metrics to assess the effectiveness of marketing and fundraising efforts, making data-driven decisions to optimise performance.
- Collaborate cross-functionally with other departments, including programs, finance, and communications, to ensure alignment and integration of marketing and fundraising activities.
- Stay informed about industry trends, best practices, and emerging technologies to continuously innovate and improve marketing and fundraising strategies.
- Represent the organisation at external events, conferences, and meetings to enhance visibility and expand networks within the philanthropic community.
- Manage budgets, resources, and timelines effectively to achieve desired outcomes and maximise return on investment.

NOTE: In accordance with the Trust's flexibility policy, the post holder will be required to undertake any other duties considered commensurate with this position, as directed by The Senior Management Team of The Petty Pool Trust, or as a mutually agreed developmental opportunity.

Qualifications and Experience

	Essential	Desirable
Bachelor's degree in Marketing, Business Administration, Communications, or related field; Master's degree		✓
Minimum of 5 years of experience in marketing, fundraising, or related roles, with a proven track record of success in generating revenue and building brand awareness	✓	
Strong leadership and team management skills, with the ability to inspire and motivate staff to achieve excellence	✓	
Strategic thinker with analytical prowess and problem-solving abilities, capable of developing and implementing data-driven strategies	✓	
Demonstrable senior experience and achievements in the field of marketing	✓	
Experience of delivering successful, integrated appeals and campaigns through a range of fundraising and marketing channels.	✓	

Skills and Abilities

	Essential	Desirable
Excellent communication, interpersonal, and relationship-building skills, with the ability to engage diverse stakeholders and cultivate meaningful partnerships.	✓	
Ability to think strategically and creatively regarding the long-term development of an organisation's fundraising and marketing work.	✓	
Good IT skills and computer literacy.	✓	
Passion for the organisation's mission and values, with a commitment to making a positive impact in the community.	✓	

Personal Competencies

	Essential	Desirable
Flexibility	✓	
Reliability	✓	
Honesty	✓	
Enthusiasm	✓	

Our college is committed to safeguarding and promoting the welfare of our children and young people and expects all staff and volunteers to share this commitment.

Here at Petty Pool we support neurodiversity. We recognise that not all candidates feel confident and comfortable when completing a formal interview process and we offer:

- As much information around the recruitment process as is required to reduce uncertainty
- An opportunity to share interview topics around questioning prior to interview
- Flexibility around interview protocols, timings and arrangements
- We focus upon collaborative and adaptive learning

