

EVENTS & COMMUNITY FUNDRAISING MANAGER

Job Description and Person Specification

Position Details

Position: Events & Fundraising Manager	Department: Events & Fundraising	Reporting to: CEO
Salary: Management Grade £26,000 – 29,000pa	Contract: Perm	Hours per week: full time

Overall Objective: As the Events and Community Fundraising Manager, you will play a central role in developing and implementing MK SNAP’s marketing strategies, with a primary focus on events and community fundraising initiatives. You will be responsible for creating engaging campaigns that raise awareness, drive participation, and generate support for MK SNAP. The role requires a strategic thinker who can effectively utilise the full marketing mix to achieve our aim of providing an exemplary education setting for our learners.

Job Description	Person Specification
<ul style="list-style-type: none"> • Events Marketing: Develop and implement marketing plans which incorporate SMART objectives. • Create consistent marketing and community events with a strong fundraising activity which support the SMART objectives in the overarching strategy and build brand awareness, • Create and deliver a multi-channel creative theme which is consistent across all media channels and digital channels and promotional material. • Collaborate with internal teams and external partners to ensure seamless execution of events. <p>2. Community Fundraising:</p> <ul style="list-style-type: none"> • Lead the development of community fundraising initiatives, engaging with local businesses, supporters, and external stakeholders. • Build and nurture relationships with community partners to enhance fundraising opportunities. • Create compelling fundraising campaigns to mobilise support and maximise donations. <p>3. Marketing Mix:</p> <ul style="list-style-type: none"> • Utilise the full marketing mix, incorporating digital marketing, social media, email marketing, and traditional channels to achieve marketing objectives. • Collaborate with the wider marketing 	<ul style="list-style-type: none"> • Proven experience in charity events marketing and community fundraising • Knowledge of the marketing mix, with a focus on digital and social media marketing. • Excellent project management skills, with the ability to manage multiple projects and deadlines. • Demonstrable success in building and maintaining successful relationships with external stakeholders. • High levels of personal integrity and commitment to safeguarding • Excellent communication skills. • Ability to co-ordinate and prioritise workload. • Recognised relevant qualification • Willing to work unsociable hours as required • A demonstrable record of implementing Equality & diversity policies and activities. <p>Desirable</p> <ul style="list-style-type: none"> • Be interested in all aspects of community learning and participation <p>This Role Requires an enhanced DBS</p>

<p>team to ensure consistency across all marketing activities.</p> <ul style="list-style-type: none"> • Analyse and report on the effectiveness of marketing campaigns, using insights to refine strategies. • To manage the marketing budget to ensure that spend is appropriately planned and resources are used effectively and within budget. <p>4. Stakeholder Engagement:</p> <ul style="list-style-type: none"> • Act as a brand ambassador, representing MK SNAP at events and within the community. • Cultivate relationships with key stakeholders, sponsors, and influencers to expand the charity's reach and impact. <p>5. General</p> <ul style="list-style-type: none"> • To participate in management team and performance review meetings. • Line management of fundraising team members and volunteers • To carry out any other duties as required • To commit to relevant CPD. To ensure necessary records are kept, maintained and health and safety guidelines are met. 	
<p>Reference: Events & Fundraising Manager MK SNAP</p>	<p>Closing Date: 31/5/24 Interview Date: Week beginning 3/6/24</p>