

Job Description

Department:	Fundraising
Job Title:	Senior Fundraising & Marketing Manager
Reports to:	Chief Executive
Line Management of:	Fundraising & Events Manager, Marketing & Comms Officer, Volunteer Coordinator
Base:	Beechwood Cancer Care Centre
Hours:	Full-time (or 30 hours per week minimum if part-time) <i>N.B. due to the nature of the role, some working time will be required out of office hours, therefore, flexibility is essential</i>
Salary Scale:	£35,229 - £40,885 (full-time equivalent)
Holiday Entitlements:	25 days (pro rata for part-time) <i>rising to a maximum of 30 days with service</i> Plus, bank/statutory days (pro rata for part-time)
How to Apply:	Send CV and supporting statement (up to 2 x A4 pages) to: applications@beechwoodcancercare.co.uk <i>CVs without a supporting statement will not be considered</i>

About the Charity

Beechwood is a Charity based in Stockport, established in 1990 to support people from across the North West affected by cancer.

Our team of professionals are available to help with the shock of diagnosis and the emotional effects of treatment, complemented by a wide variety of practical support – not only for the person directly affected but family and friends too.

The Charity's services are free of charge at point of need, and we offer a package of support tailored to suit the individual, including one-to-one counselling, clinical hypnotherapy, mindfulness for health, complementary therapies, support groups, workshops to name but a few.

In addition:

- We help children come to terms with the illness or loss of a parent or family member.
- We help carers cope with the difficulties and uncertainty that the illness of a loved one can bring.
- We support clients who are ready to move on, exploring on-going support options.
- We provide guidance and support to those ready to return to work.
- We provide one-to-one support, facilitated groups and peer support groups to help the bereaved.

Our Behaviours

Communicating with Impact

- Communicate clearly and checks others have understood.
- Listen to others' views, seeks clarification where needed.

Delivering Outcomes

- Plan own work and prioritises to meet goals.
- Communicate and collaborates with others.
- Reliable and practical using own initiative.
- Meet deadlines within agreed deadlines and standards.

Honesty and Integrity

- Speak positively about Beechwood and the Charity's work – both verbally, written and on social media platforms.
- Treat all others fairly, consistently and with respect.
- Promote and embraces equality and diversity.

Resilience

- Respond positively to change and encourages others to do so.
- Flexible and adaptable to changing needs and responsibilities within Beechwood.

Empowerment, Engagement and Participation

- Support the Charity and colleagues to achieve its objectives.
- Accept responsibility and accountability for own role and team.

Purpose of Job

It's an exciting time of change for the Charity, and we are looking for a seasoned and experienced Fundraising & Marketing Manager, who can deliver the overarching fundraising and marketing strategy, whilst having the drive and desire to further develop the department.

This position reports directly to the CEO and is a key member of the Charity's management team, sharing collective responsibility to deliver Beechwood's mission in supporting those affected by cancer and in attracting fundraising income to achieve this.

You will lead on developing and delivering the departmental strategy and identify new propositions and campaigns to grow and diversify activities and income. You will review our existing portfolio of fundraising events and develop community fundraising and awareness of the Charity across local areas.

The successful candidate will require the confidence and people skills to develop new and existing corporate supporter relationships, together with sponsorship opportunities.

Key Duties and Responsibilities

Management & Leadership

- Lead, inspire, manage, and support the Fundraising & Marketing Team to meet departmental targets and achieve their potential.
- Agree objectives and workplans of direct reports.
- Manage and monitor team via regular one-to-one meetings and performance reviews.
- Nurture and develop fundraising volunteers.
- Manage and deliver the fundraising and communications income and expenditure budget.
- Actively participate in management and staff meetings contributing to the sharing of knowledge and experience, and the development of Beechwood and its profile.

Fundraising, Development, and Income Generation

- Develop a fundraising and marketing strategy (including digital/social media) to raise awareness and to achieve agreed income targets across a range of revenue streams including corporate partnerships, trusts and grants, fundraising events, community fundraising, individual giving, legacies and digital fundraising.
- Oversee the implementation of the above strategy against agreed KPIs.
- To maximise growth opportunities for current partnerships and event sponsors.
- To research identify and develop potential new supporters, sponsors or major donors.
- Nurture and manage a range of external relationships, with an ability to speak confidently and to give presentations.
- To assess the external environment to identify the most fruitful avenues for increased support.
- To be responsible for the stewardship of all supporters.
- Ensure all supporter and donor data is captured on the in-house CRM system and all other fundraising and supporter records are up to date.
- Ensure fundraising Gift Aid is recorded accurately, records maintained, and claims filed in a timely manner.
- Ensure fundraising and event expenditure is within agreed budgets and report on all events/ROI.
- Oversee the fundraising pipeline to ensure targets are achievable and quality is maintained, producing monthly reports for the CEO, Board of Trustees and Finance.
- Adhere to all fundraising codes of conduct and charity good practice.
- Remain abreast of fundraising standards, trends, and best practice [to ensure adherence].
- Ensure the Charity is appropriately represented at third party fundraisers.

Marketing & Communications

- To ensure all social media is relevant and reflects the Charity positively at all times.
- To agree the social media plan with the team, and agree how this is delivered.
- Develop the Charity's social media presence and use analytics to assess performance in relation to campaigns and fundraising initiatives.
- To ensure all communications are well written, accurate and presented in a way that reflects the Charity's image and purpose.
- Develop a communications policy to underpin the work within the department.
- Ensure that service users, volunteers and all other supporters are treated with respect and that we communicate positively.

This is not an exhaustive list of the duties that may need to be undertaken. It may be necessary to undertake other duties to fulfil the objectives of the Charity.

Person Specification

	Essential
Experience	
Effective staff management and ability to engage, communicate and motivate team	✓
Experienced in working at senior level and strategic thinking	✓
Ability of analysing data and using the findings to resolve issues or develop the department	✓
Confident relationship builder, adept in delivering presentations or speaking on behalf of/about the Charity to prospective supporters, donors or at events	✓
Experience of grant applications, funding applications, researching funding opportunities and writing persuasive prose	✓
Excellent verbal and written communication skills with an ability to tailor appropriately to a variety of audiences	✓
Experience of client/account management and relationship management, working with a range of stakeholders and supporters	✓
Delivering and directing fundraising campaigns, events, communications and multi-channel campaigns	✓
Experience of managing large and small fundraising events from planning stages through to evaluation	✓
Knowledge of information and data protocols	✓
Understanding and experience of social media platforms	✓

Knowledge of the Charity Sector	✓
Knowledge of donor/supporter CRMs	✓
Knowledge and/or experience of fundraising Gift Aid	✓
Good numeracy skills, with an ability to manage a budget effectively	✓
Lead and manage confidently and by example	✓
Experience of recruiting and nurturing fundraising volunteers	✓
Able to manage and build a team - both paid and voluntary	✓
Outstanding communication and interpersonal skills	✓
Analytical and problem-solving skills – able to bring lateral thinking skills to the team	✓
Exceptional organisational skills	✓
Supportive management style and an ability to motivate team	✓
Flexible and responsive to opportunities as they arise, with an ability to plan and prioritise own workload	✓
Excellent MS Office skills; including Word, Excel, PowerPoint	✓
Experience of grants and bid writing, with strong, emotive and accurate copy	✓
Energy, enthusiasm, resilience and a flair to work hard and achieve ambitious growth together with the Charity's leadership team	✓
Willingness to work flexible hours, to support team and/or Charity priorities and events	✓
Full UK driving licence and use of a car	✓

Equal Opportunities Statement

We acknowledge the unique contribution that all Beechwood employees and clients can bring to our organisation in terms of their culture, race, gender, sexual orientation, gender reassignment, marital status, nationality, age, religion or belief, disability, or history of mental health.

Safeguarding

Beechwood is committed to safeguarding and protecting the welfare of adults and children at risk; as such, all staff and volunteers must share this commitment and undertake safeguarding training relative to the role on commencement of post.

Disclosure & Barring

A satisfactory check will need to be received prior to commencement of employment and for some roles, an enhanced check will be required.

Note: this role will also require an Adverse Credit History check

Deprivation of Liberty Safeguards (DLS)

Where relevant to the role, the post-holder will need to have an awareness of DLS (*training will be provided*).

General

All employees are expected to be competent with the use of technology and information systems and understand their duties and responsibilities regarding the appropriate use of personal data including sensitive personal data (relative to role).

All appointments and promotions are based on merit and no job applicant or employee will be treated unfairly or discriminated against.

This role description is a guide and is not exhaustive. As such, it will be reviewed periodically to ensure it continues to meet the needs of the organisation.