

Community Development & Marketing Manager

Job Description and Person Specification

Position Details

Position: Community Development & Marketing Manager	Department: Marketing & Fundraising	Reporting to: CEO MK Snap
Salary: £26,000pa	Contract: Initially 1 year contract fixed until January 2020	Hours per week: 37.5 hours per week to be worked flexibly (including occasional evenings and weekends)

Overall Objective:
To lead in the planning, provision, development and delivery of fundraising, social media and marketing activities for the charity

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<p><u>Main Objectives</u></p> <ul style="list-style-type: none"> To be an integral member of a small flexible team delivering an effective community fundraising programme, marketing & social media, that nurtures current supporters, optimises opportunities for increased support, attracts new supporters and encourages long term engagement that that agreed financial targets are achieved. <p><u>Summary of Duties</u></p> <ul style="list-style-type: none"> To lead the delivery of high quality supporter services, ensuring a positive experience of engagement with the charity To grow community fundraising income by responding effectively and promptly to fundraising enquiries from the public, organising fundraising resources for supporters and liaising with volunteers, ambassadors, patrons trustees and corporate members (Dragon programme) To create marketing and social media campaigns and strategies, including budget planning, content and implementation schedules To ensure brand consistency in marketing & social media messages To grow and expand company social media presence into new social media platforms, increase presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram To create and distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages 	<p><u>Essential</u></p> <ul style="list-style-type: none"> Experience in a community or voluntary setting and able to build positive relationships. Technical and IT skills; particularly around use of social media and software used to produce marketing materials. Able to develop and implement creative ideas and effective customer service Able to demonstrate strong planning and organisational skills Strong levels of personal integrity and commitment to safeguarding Excellent presentation skills and standards of English Able to drive and have access to a vehicle or commitment to be able to travel to events and meetings Good IT skills Ability to inspire, motivate and encourage supporters Prepared to work flexibly, including weekends and evenings as required Ability to co-ordinate and prioritise workload. A demonstrable record of implementing Equal Opportunity policies and activities. <p><u>Desirable</u></p> <ul style="list-style-type: none"> Experience of working in the voluntary sector Qualification in a relevant subject Experience of using a database Be interested in all aspects of working in a community or charitable setting <p style="text-align: center;">This Role Requires an enhanced DBS</p>

<ul style="list-style-type: none"> • To liaise with team members so that sufficient and relevant fundraising resources are maintained, up to date information is shared and all opportunities to increase charitable income and profile are optimised. • To maintain an up to date and accurate community supporter database • To attend a variety of fundraising and networking events, delivering inspiring talks and presentations to a diverse community base and collecting donations where required. • To participate in management team and performance review meetings as required • To deputise where required and act as an outstanding ambassador for the organisation • To carry out any other duties as required which are commensurate with the level of the post. 	
<p>Reference: CDM Manager MK Snap</p>	<p>Closing Date: 21 December 2018 Interview Date: week beginning: 7 January 2019 or sooner</p>