

## EVENTS & COMMUNITY FUNDRAISING MANAGER

### Job Description and Person Specification

#### Position Details

<b>Position:</b> Events & Fundraising Manager	<b>Department:</b> Events & Fundraising	<b>Reporting to:</b> CEO
<b>Salary:</b> Management Grade £26,000 – 29,000pa	<b>Contract:</b> Perm	<b>Hours per week:</b> 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"> <li>• <b>Events Marketing:</b> Develop and implement marketing plans which incorporate SMART objectives.</li> <li>• Create consistent marketing and community events with a strong fundraising activity which support the SMART objectives in the overarching strategy and build brand awareness,</li> <li>• Create and deliver a multi-channel creative theme which is consistent across all media channels and digital channels and promotional material.</li> <li>• Collaborate with internal teams and external partners to ensure seamless execution of events.</li> </ul> <p><b>2. Community Fundraising:</b></p> <ul style="list-style-type: none"> <li>• Lead the development of community fundraising initiatives, engaging with local businesses, supporters, and external stakeholders.</li> <li>• Build and nurture relationships with community partners to enhance fundraising opportunities.</li> <li>• Create compelling fundraising campaigns to mobilise support and maximise donations.</li> </ul> <p><b>3. Marketing Mix:</b></p> <ul style="list-style-type: none"> <li>• Utilise the full marketing mix, incorporating digital marketing, social media, email marketing, and traditional channels to achieve marketing objectives.</li> <li>• Collaborate with the wider marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Proven experience in charity events marketing and community fundraising</li> <li>• Knowledge of the marketing mix, with a focus on digital and social media marketing.</li> <li>• Excellent project management skills, with the ability to manage multiple projects and deadlines.</li> <li>• Demonstrable success in building and maintaining successful relationships with external stakeholders.</li> <li>• High levels of personal integrity and commitment to safeguarding</li> <li>• Excellent communication skills.</li> <li>• Ability to co-ordinate and prioritise workload.</li> <li>• Recognised relevant qualification</li> <li>• Willing to work unsociable hours as required</li> <li>• A demonstrable record of implementing Equality &amp; diversity policies and activities.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Be interested in all aspects of community learning and participation</li> </ul> <p>This Role Requires an enhanced DBS</p>

<p>team to ensure consistency across all marketing activities.</p> <ul style="list-style-type: none"> <li>• Analyse and report on the effectiveness of marketing campaigns, using insights to refine strategies.</li> <li>• To manage the marketing budget to ensure that spend is appropriately planned and resources are used effectively and within budget.</li> </ul> <p><b>4. Stakeholder Engagement:</b></p> <ul style="list-style-type: none"> <li>• Act as a brand ambassador, representing MK SNAP at events and within the community.</li> <li>• Cultivate relationships with key stakeholders, sponsors, and influencers to expand the charity's reach and impact.</li> </ul> <p><b>5. General</b></p> <ul style="list-style-type: none"> <li>• To participate in management team and performance review meetings.</li> <li>• Line management of fundraising team members and volunteers</li> <li>• To carry out any other duties as required</li> <li>• To commit to relevant CPD. To ensure necessary records are kept, maintained and health and safety guidelines are met.</li> </ul>	
<p><b>Reference: Events &amp; Fundraising Manager MK SNAP</b></p>	<p><b>Closing Date: 14/5/24 Interview Date: Week beginning 20/5/24</b></p>