

EVENTS & COMMUNITY FUNDRAISER

Job Description and Person Specification

Position Details

Position: Events & Fundraiser	Department: Events & Fundraising	Reporting to: CEO
Salary: Management Grade up to £29,000pa FTE (based on experience)	Contract: Perm	Hours per week: full time (open to flexibility/Hybrid options)

Overall Objective: As our Events and Community Fundraiser, 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 creative 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
<p>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>Events Marketing:</p> <ul style="list-style-type: none"> Collaborate with internal team and external partners to ensure seamless execution of events. Develop and implement event/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. <p>Marketing Mix:</p> <ul style="list-style-type: none"> Utilise the full marketing mix, incorporating digital marketing, social media, email marketing, and traditional 	<ul style="list-style-type: none"> Proven experience in events 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>channels to achieve marketing objectives.</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 digital media post 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 & Community Fundraiser MK SNAP</p>	<p>Closing Date: 7/7/24 Interview Date: Week beginning 8/7/24</p>