**ROLE DESCRIPTION**

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| Job Title: | Fundraising & Marketing Manager |
| Division: | Charity Services |
| Team: | Fundraising |
| Location: | Edinburgh |
| Geographical Focus of Role: | Scotland-wide |
| Contractual Status of Role:  *Permanent or fixed term* | Permanent, 35 hours per week |
| Salary: | £34,000 pa |
| Job Title of Line Manager: | Director of Charity Services |
| Job Titles and number of any direct reports | Community Fundraiser  Corporate Fundraiser  Charitable Trusts & Grants Fundraiser  Marketing Officer x 2  Fundraising & Marketing Assistant |
| Job Purpose: | Develop and implement the fundraising and marketing strategy and manage, direct and support the fundraising and marketing team to meet ambitious annual targets whilst keeping expenditure within agreed limits.  Maximise core and restricted income with a focus on individual, legacy, community and corporate fundraising and charitable trusts and grants funding.  Raise the profile of Age Scotland with a focus on brand management, website development and direct marketing to cover the full marketing mix across multiple media channels.  Work in partnership colleagues with Age UK in the development of fundraising projects |
| Main Responsibilities/Deliverables: | **Management**   * Develop and implement the charity's fundraising and marketing strategy, business plan and budget * Manage staff, ensuring that the right culture, skills, knowledge and experience are present to deliver the strategy * Ensure the delivery of plans against budget - plan, build and actively manage team budgets and review regularly with staff and produce reports * Ensure that team members keep abreast of trends and developments in the fundraising sector * Contribute to cross-organisational working groups/project teams, and ensure team delivery of charity objectives   **Corporate Fundraising**   * Develop and implement a pro-active corporate fundraising strategy including introduction, cultivation, stewardship and account management to maximise income from new and existing corporate partners * Write and deliver proposals and presentations of the highest quality for potential new corporate partners. * Work with colleagues in Age UK, Age NI and Age Cymru to deliver stewardship for joint corporate accounts   **Community Fundraising**   * Develop and implement the community fundraising strategy in order to maximise income from community fundraising activities with a focus on challenge/sponsored events, bespoke Age Scotland events, private and street collections, static collection boxes, fundraising volunteers and local businesses   **Charitable Trusts & Grants**   * Develop and implement a charitable trusts & grants fundraising strategy to including donor cultivation, solicitation, stewardship and reporting and evaluation * Lead meetings with funders or facilitate meetings with senior staff   **Individual Giving**   * Develop and implement the charity’s individual giving programme to include the recruitment, reactivation and retention of regular donors * Using the full marketing mix across multiple channels create, develop and deliver direct marketing campaigns to increase donations and legacies * Liaise with Age UK to ensure the National Individual Giving strategy delivers set objectives and the correct messaging is being delivered to supporters   **Marketing & Brand**   * Ensure consistency of brand across all marketing materials * Raise awareness of the work of the charity and work with colleagues across the organisation to promote the charity’s key messages and campaigns * Benchmark brand awareness * Develop the charity’s website, increase conversion rates and maximise online income   **Other Responsibilities**   * Overall responsibility for the development and upkeep fundraising database to ensure that reports are accurate and timely * Ensure that all activities are carried out in accordance with relevant legal and regulatory conditions |
| Quantitative Aspects of Role: | Meet personal and team fundraising targets. |

**PERSON SPECIFICATION**

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| **ESSENTIAL** | **DESIRABLE** |
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| **Experience:** |  |
| A successful track record in fundraising and achieving or exceeding targets |  |
| Broad experience of the full fundraising mix – individual giving, community, corporate and charitable trusts and grants |  |
| Line management | Direct marketing |
| Budget control and management | Brand management |
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| **Knowledge/skills:** |  |
| Highly self-motivated and able to show a determination to succeed. |  |
| Strong people skills with the ability to develop and cultivate relationships |  |
| Excellent interpersonal, listening, communications, presentation and networking skills including the ability to make a compelling case for support |  |
| Ability to win people over and convey ideas succinctly and persuasively |  |
| Financial and commercial acumen to contribute to and implement an annual business plan, including performance objectives for successful fundraising |  |
| Ability to work, plan and prioritise under pressure |  |
| Ability to work to a budget to ensure all fundraising activities are cost-effective with a focus on return on investment |  |
| Good knowledge of current trends and techniques in the fundraising and marketing sector |  |
| Excellent organisational skills and ability to produce high quality work |  |
| Ability to work with team colleagues in a manner consistent with the values of the organisation and highest levels of empathy with the mission of the Charity |  |
| Flexible, adaptable and willingness to engage in self-development |  |
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| **Qualifications:** |  |
|  | Member of the Institute of Fundraising |
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| **Additional Requirements:** | |
| The role requires occasional travel in Scotland and the UK, involving possible overnight stays |  |
| Public speaking |  |
| An understanding of and commitment to equal opportunities |  |
| Commitment to work alongside and support volunteers |  |
| Employees are expected to undertake any and all other reasonable and related tasks allocated by their line manager |  |