

JOB DESCRIPTION

JOB TITLE: Marketing and Fundraising Officer

DEPARTMENT / SERVICE: LinkLiving Core

PURPOSE OF THE JOB

LinkLiving is a health, wellbeing and social care charity operating in Central Scotland supporting people affected by trauma and other kinds of disadvantage with an increasing focus on young people. The aim of this new role is to both raise the profile of LinkLiving and to manage community fundraising to aid in the delivery of a more diverse income model to enable the charity to support more beneficiaries to lead fulfilling lives.

Within marketing/communications this will include channels such as on-line, print and the media. Within fundraising the role will set up and manage community fundraising to achieve income targets through supporter and volunteer recruitment, stewardship and development. Management of all fundraising and marketing events, and of marketing and fundraising data.

VALUES

The postholder will be expected to demonstrate LinkLiving's core values of:

- Empathy (listen to and understand an individual's needs and circumstances)
- Respect (treat others the way they wish to be treated)
- Integrity (be honest and have strong moral principles)
- Caring (show kindness and concern for others)

MAIN AREAS OF RESPONSIBILITY / TASKS

Marketing/communications (60% of time): including but not limited to:

- Source, create and write impactful stories to raise awareness of the charity through a range of channels both internally across the Link Group and externally
- Manage, monitor, and evaluate all social media including setting up new channels as relevant
- Manage website content: written, photographic and film
- Act as the key point of contact for LinkLiving media enquiries and to ensure responses are drafted in conjunction with the relevant people/groups, working in partnership with Link Group's Communications department and/or any external agencies, as relevant
- Produce audience-specific, newsworthy material to tight deadlines for various media
- Write and manage the design of all marketing materials including but not limited to newsletters (external/internal), leaflets, events materials, banners, posters for: the various LinkLiving services; to target supporters/stakeholders; and campaigns, as relevant
- Organise, run and promote both marketing and fundraising events as well as LinkLiving's presence at events run by others
- Work with the Head of Fundraising on strategy, advertising and on marketing campaigns
- Promote LinkLiving's brand guidelines and ensure that they are followed

Fundraising (40% of time): including but not limited to:

- Development of LinkLiving's community fundraising plan, working with the Head of Fundraising, to develop, where possible, a stream of unrestricted fundraising

- Recruit and support new community volunteer fundraisers, gift in kind donors, and event participants (individuals and groups including schools, voluntary groups and businesses) to support the delivery of the community fundraising plan in the different locations in which LinkLiving works, overseeing the stewardship of individuals and community groups as well as staff fundraising (both internal, and external within corporate partners). Work to support the services with community fundraising
- Set up and manage activities such as bucket collections, virtual and on the ground events, raffles, prize draws, and a talks programme as relevant
- Manage all on-line fundraising such as but not limited to Easyfundraising, Amazon Smile, and on-line donations and sponsorship platform
- Organise all fundraising related to supermarkets/other retail/types of outlets: such as but not limited to bucket collections, bag packs and token schemes
- Ensure compliance with all fundraising requirements including legal requirements and best practice
- Build relationships across the whole organisation to inspire staff to support the generation of fundraising leads and income

Reporting on fundraising and marketing:

- All reporting on fundraising and marketing progress against targets for the department
- Set up and oversee the management of our CRM database to ensure accurate recording of fundraising income, gift aid declarations, marketing consent, contacts, ensuring all activity is GDPR compliant and opportunities to increase gift aid income are maximized

General

- Actively promote the Equality and Diversity Policy and Practice in all aspects of the job role as it relates to service users, colleagues, consultants/external agencies.
- To carry out other duties, within the scope of the job, to meet the needs of the business

RELATIONSHIPS

Internal

- LinkLiving fundraising and marketing department
- LinkLiving colleagues
- Link Group Communications department
- Link Group-wide colleagues

External

- Fundraising volunteers/potential fundraisers, stakeholders, donors, potential donors
- LinkLiving service users
- The media
- Partner organisations and funders
- External agencies and consultants

You will comply with the Health & Safety Policy, reporting any matters of concern to the Health and Safety Officer, Representative or line manager. You will actively promote the Equality & Diversity Policy and practice in all aspects of the job role as it relates to colleagues, service users, contractors, consultants and external agencies.

ACCOUNTABILITY

This post is accountable to: Head of Fundraising and Marketing, LinkLiving

This post is accountable for: N/A

PERSON SPECIFICATION

| VALUES | ESSENTIAL | DESIRABLE |
|--|-----------|-----------|
| Empathy (listen to and understand an individual's needs and circumstances) | X | |
| Respect (treat others the way they wish to be treated) | X | |
| Integrity (be honest and have strong moral principles) | X | |
| Caring (show kindness and concern for others) | X | |
| QUALIFICATIONS | ESSENTIAL | DESIRABLE |
| Degree or equivalent in a relevant subject, or equivalent professional experience, or professional qualification (e.g. CIM or IOF) | X | |
| KNOWLEDGE, SKILLS & EXPERIENCE | ESSENTIAL | DESIRABLE |
| Experience in a marketing/communications/PR role | X | |
| Proven excellent writing skills and proficiency in the English language, written and spoken. To be a natural story-teller. Ability to write for a range of audiences. | X | |
| A very strong flair for engaging with and relating to people, with the ability to quickly develop relationships at all levels | X | |
| Be very organised and able to juggle and prioritise a number of projects and deadlines at one time | X | |
| Tech savvy with strong experience of using social media in a business context | X | |
| Be a self-starter with the ability to plan personal workload, identify priorities, proactively seek out new opportunities, and manage your own time. Also able to work well as part of a team. | X | |
| Creative approach with a passion for pursuing new ideas and initiatives, and for problem solving | X | |
| High level of attention to detail | X | |
| Customer and relationship focused with demonstrable influencing skills. Has a positive can do attitude | X | |

| | | |
|---|------------------|------------------|
| Confident public speaker | x | |
| Experience of working in a community fundraising or corporate fundraising role and/or volunteering as a fundraiser | | x |
| Experience of recruiting, training, managing and stewarding volunteers | | x |
| Experience in event planning | | x |
| Knowledge of fundraising regulations and requirements including GDPR | | x |
| Experience of working with a relationship database/CRM ideally within a fundraising environment | | x |
| Experience of managing the creation of quality photography and video materials | | x |
| GENERAL/OTHER | ESSENTIAL | DESIRABLE |
| Ability to attend some events outside office hours including evenings and weekends (with notice) | x | |
| Full clean current driving licence and access to a car | x | |
| IT literate in all Microsoft packages | x | |
| Membership of (or ability to become a member of) the Chartered Institute of Fundraising and/or the Chartered Institute of Marketing | | x |

TERMS AND CONDITIONS OF EMPLOYMENT

Noted below is a summary of the general terms and conditions of employment of LinkLiving employees. Those quoted apply to full-time posts and part-time staff will be eligible to receive the same employment terms on a pro-rated basis. Employees on fixed term contracts are also eligible, subject to the restriction of their contract. An individual contract may determine additional terms particular to that appointment and employees should also refer to their own contract of employment.

Hours

Full-time, 37.5 hours per week, requires flexibility around the needs of the service.

Contract

The post is permanent.

Salary

Placement within the salary range will be dependent on a number of factors including skills and experience.

Progressing through the salary range will be determined by an assessment of individual performance against an agreed Job Plan and following a recommendation made to the Management Team at each performance year-end.

Marketing and Fundraising Officer Salary Range £26,695 - £30,763 per annum (dependent on skills & experience).

An Inflation-Related Pay Award is normally awarded annually in April.

Annual Leave

35 days pro rata per annum (including 10 public holidays) rising to 38 days after completion of three years' service.

Pension

Link is required by law to automatically enrol eligible employees to its pension scheme. Auto-enrolment rates from 1 April 2019 are:

- Link: 5% of basic salary
- Employee: 3% of basic salary

Employees can opt to increase their contributions:

| | | |
|-----------|----|----|
| Employee: | 4% | 5% |
| Link: | 6% | 6% |

Travel

(a) Staff will be reimbursed two-thirds of the cost of a monthly bus pass if this is appropriate to the needs of the Service. (b) If you only use a monthly bus pass for business purposes you may be able to claim the full cost.

Use of your own car for business mileage, where authorised, will be reimbursed at a rate of 45p per miles. LinkLiving adopts the Inland Revenue approved mileage rate system.

On-Call

Where an on-call rota is in place, a separate allowance of £20 will be paid per shift.

Time Back

There is a time back arrangement for additional hours worked in excess of the contracted hours.

Probationary Period

There is a 6-month probationary period, which may be extended to 9 months following consultation with individuals.

Support and Supervision

You will have regular support and supervision meetings with your line manager

Smoking

All Link group offices operate a NO SMOKING POLICY – you may have to work with service users who smoke.

Health Care Cash Plan

A non-contributory Healthcare Cash plan scheme for employees and children under 18 years old. [Option to include partners]

Protecting Vulnerable Groups Scheme (PVG) Information for applicants who wish to work with Link

People who work on a regular basis with vulnerable groups will be required to join the Protecting Vulnerable Groups (PVG) Scheme. This Scheme replaces the Enhanced Disclosure Scotland checking process for organisations and it is a mandatory requirement of working within Link.

As well as strengthening safeguards for children, the PVG Scheme will improve protection for adults because, for the first time in Scotland, there will be a list of those who are barred from working with protected adults - there is already a list of those who are barred from working with children. A protected adult is a person, aged 16 or over, who receives one or more type of care or welfare service either regularly or for a short period of time.

People who work, on a regular basis, with vulnerable groups will join the PVG Scheme and from then on, their membership records will be automatically updated if any new vetting information arises. Vetting information is conviction information retrieved from criminal justice systems and non-conviction information held by the police that is considered relevant.

In order to become a member of this scheme for the first time the cost is £59. Should you be successful in securing a post with Link it will be expected that you will meet the registration cost.

If you are already an existing PVG scheme member, Link will meet the cost to update your application.

For further information please refer to the disclosure Scotland website - <http://www.disclosurescotland.co.uk/pdf/protecting-vulnerable-groups-scheme.pdf>