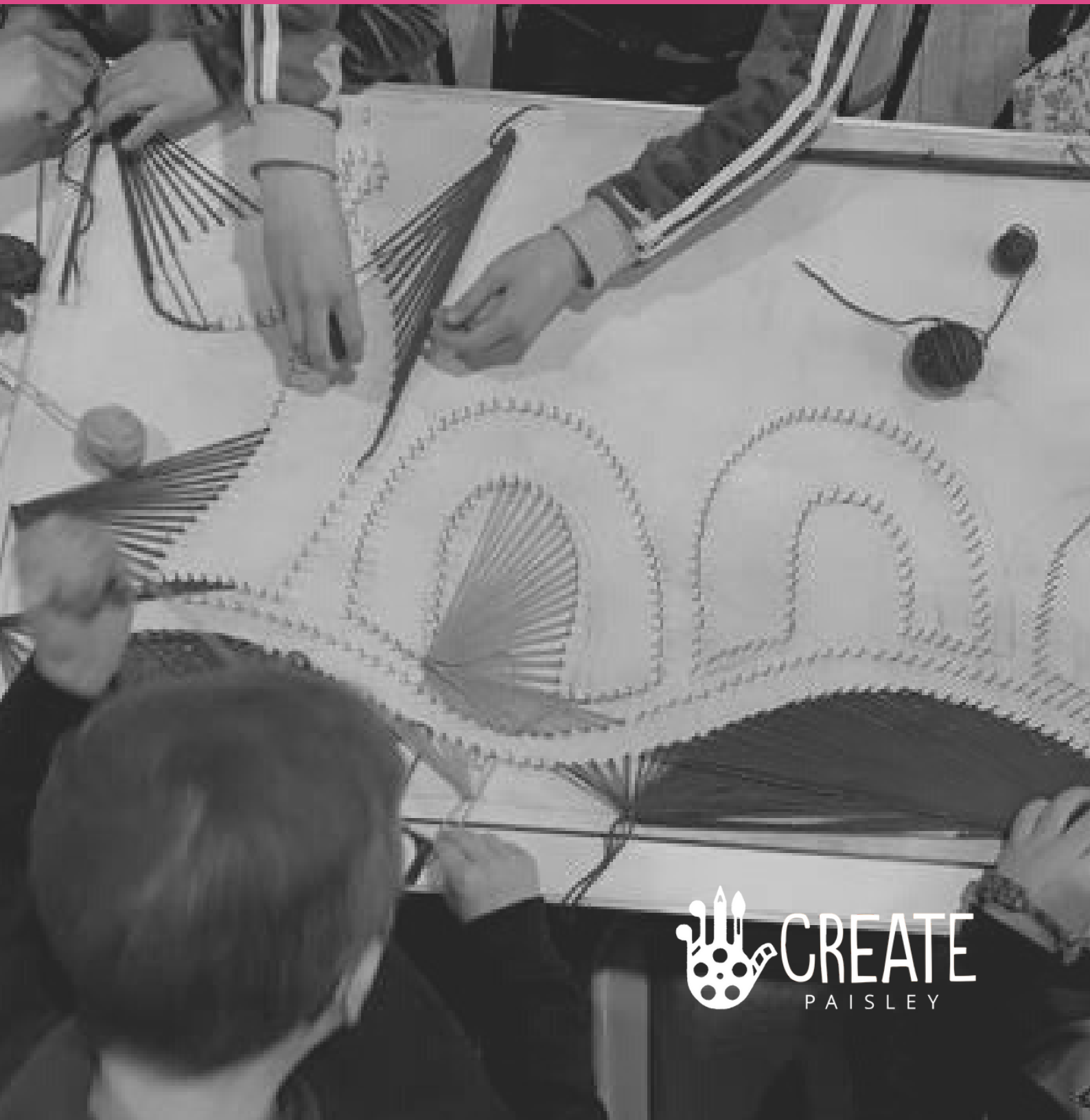


# FUNDRAISING & MARKETING MANAGER

Candidate Information Pack



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# WELCOME

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Thank you for expressing interest in the Fundraising & Marketing Manager role with CREATE Paisley. In this pack, you can read about CREATE, our vision and aims and the work we do with young people throughout Renfrewshire.

You can read more about the role, the key requirements and specification and how to take the next steps in applying to become CREATE's new Fundraising & Marketing Manager. We're looking forward to hearing from you.



**ALAN CLARK / PROJECT MANAGER**

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# CREATE PAISLEY

## **ABOUT**

CREATE Paisley helps support young people in Renfrewshire who face poverty, disadvantage and social isolation. Since 2009, it has provided a unique service to the communities of Renfrewshire by offering young people the opportunity to express their creativity in a safe and inspiring space.

The charity was initially formed as a partnership between local churches and youth leaders who set up a monthly open-mic night to help young help “find their voice”.

Following the success of this initiative it began to offer creative workshops, youth mentoring and a youth forum which allowed young people to have their say and shape where CREATE would go.

With the understanding that poverty, disadvantage and social isolation can affect the wellbeing and limit the future of young people, CREATE Paisley became a charity in 2012 with the vision of helping ‘young people to transform through creativity, community, confidence and finding their voice’.

You can read more about CREATE's aims, history and programmes on the following pages.

# VISION

Young people transformed through creativity, community, confidence and finding their voice

## AIMS

### CREATIVITY



Young people develop creative skills

Young people have access to creative & cultural opportunities

### COMMUNITY



Young people develop friendships & supportive relationships

Young people are more meaningfully engaged in their community

### CONFIDENCE



Young people increase in confidence & wellbeing

Young people are more resilient & optimistic for the future

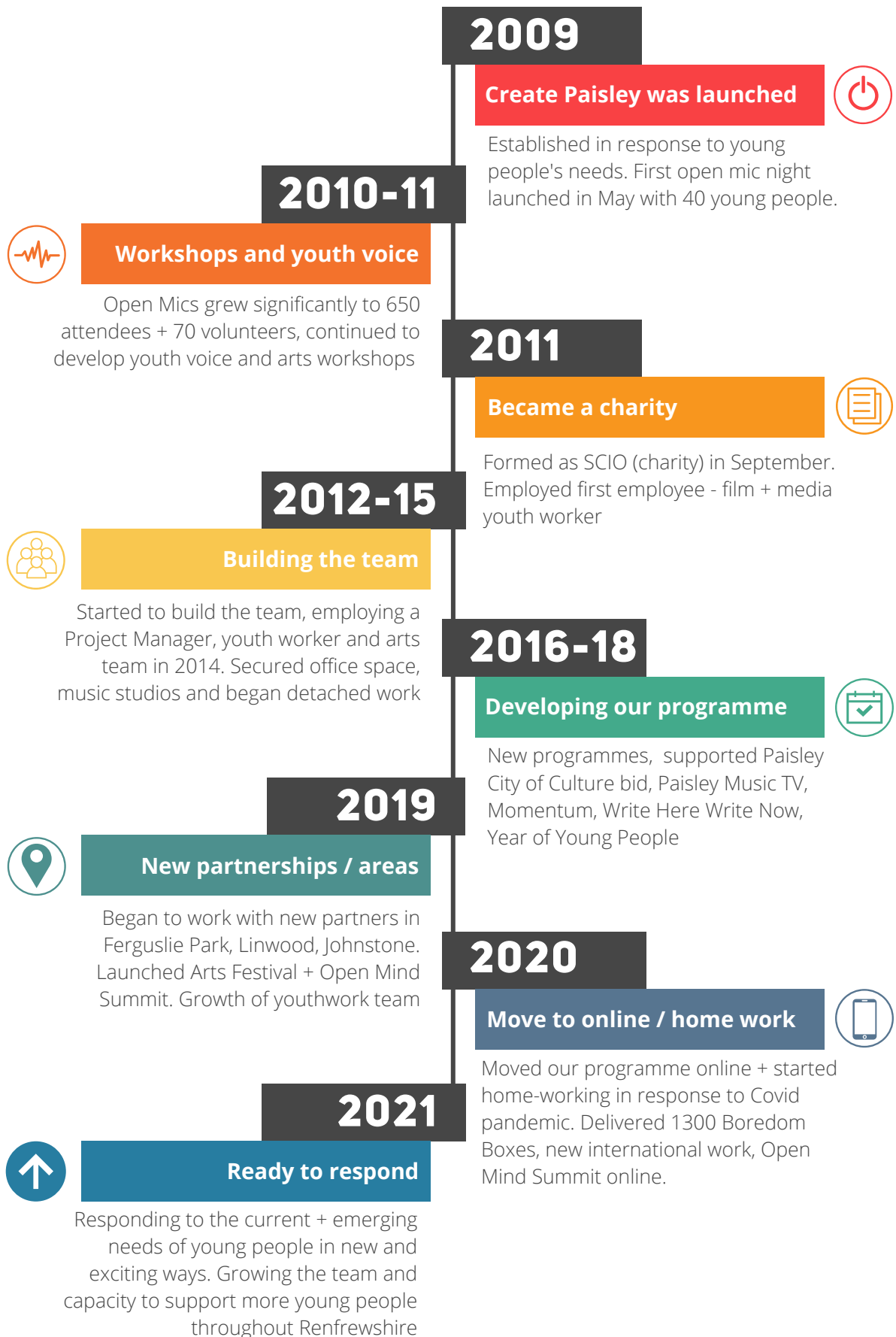
### VOICE



Young people find it easier to express themselves

Young people's voices and heard & acted on

# HISTORY



# PROGRAMMES

We run programmes for young people normally ages 12-21. We work across Renfrewshire but have focussed work in Paisley, Linwood & Johnstone, as well as online programme, in response to Covid19. Our activity streams include:



## DROPS INS

These include the CREATE Cafe, our most popular drop in. A fun, creative place for young people to express themselves, make friends, and try new creative experiences.



## ARTS WORKSHOPS

We run a variety of arts workshops including music, songwriting, production, photography, video, design, graphic novels, creative writing, performance etc. These can either be one off masterclasses or series.



## YOUTH VOICE

One of our key values is voice and young people's voices are at the heart of what we do. Our Youth Voice stream includes everything from youth forums, events teams, co-production projects, health campaigns, arts and activism and youth led podcasts.



## FESTIVALS & EVENTS

At CREATE, we're involved in running a number of festivals and events and taking part in local and national projects. These include Open Mind Fest (arts + wellbeing festival) + Open Mind Summit (arts + wellbeing conference).. As well as the arts + wellbeing programme, we also support young people to take part in cultural festivals to showcase talent. These include Paisley Book Festival, Spree + Sma' Shot Day.

# THE CREATE TEAM

## BOARD

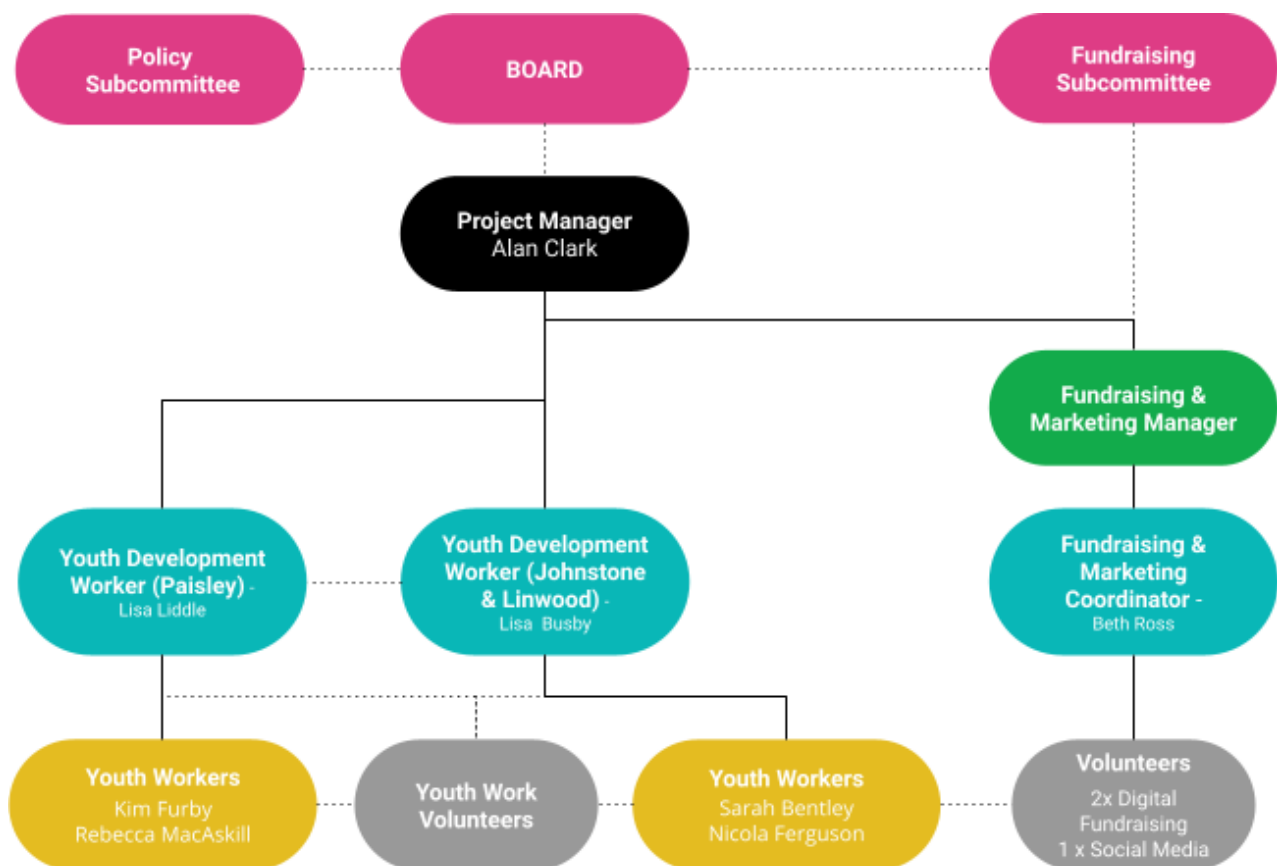
The BOARD is a voluntary group of trustees which aims to include representatives from the local community, Create's volunteers, and young people. The board meets 4-6 times a year with sub-committees arranged to discuss policies, employment and fundraising etc. Board meetings provide Trustees with the opportunity to learn about the progress of projects from the staff team, offer strategic advice and assess things like risk and financial sustainability.

## STAFF TEAM

We have dedicated staff who are committed to helping young people throughout Renfrewshire, including our Youth Work team and Fundraising team. The Project Manager oversees the team and reports to the board.

## VOLUNTEERS

CREATE, at its heart, is a voluntary organisation. From its very inception, it was started by concerned, unpaid locals who wanted to develop a safe space for young people, make a difference in their lives, and see them become a catalyst for creating a better world through creativity and the arts. CREATE places a high value on volunteers and relies on volunteers in so many ways.



# WHAT YOUNG PEOPLE SAY



**CREATE'S DEFINITELY HELPED WITH MY CONFIDENCE, IT'S HELPED ME GET INVOLVED IN THINGS WHICH IS REALLY GOOD.**

**IT HELPED ME GET MORE CONFIDENT TO SPEAK MY MIND. IT IS VERY IMPORTANT FOR YOUNG PEOPLE TO HAVE A VOICE BECAUSE WITHOUT A VOICE NOTHING'S REALLY GOING TO CHANGE IN PEOPLE. IF NOBODY SPEAKS UP ABOUT IT, IT'S JUST GOING TO REMAIN THE SAME.**

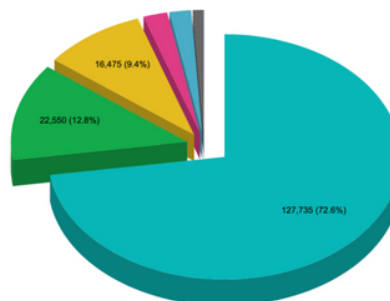
**WE'VE GOT THESE DIFFERENT THINGS WE DO AND CREATE HELPS DO IT THROUGH A LOT OF DIFFERENT ARTS THAT EVEN IF YOU DIDN'T THINK YOU'RE GOOD AT THEM, YOU'RE ABLE TO PICK IT UP AND REALLY TRY FOR IT AND MY THING IS MUSIC AND IT'S HELPED ME THROUGH A LOT OF HARD TIMES SO I THINK IT IS IMPORTANT.**



# THE ROLE

The Fundraising & Marketing Manager will oversee fundraising, marketing and communications. CREATE has ambitious plans to grow the organisation in line with our vision and local young people's needs and interests. In order to reach these goals, CREATE is looking to develop and grow our income and improve our reach.

Grant income	127,735	72.64%
Gifts from organisations	22,550	12.82%
Hire of equipment / services	16,475	9.37%
Other income	3,866	2.20%
General Gifts from individuals	3,477	1.98%
Gift Aid Gifts from individuals	1,723	0.98%
Gift Aid Tax Rebate	32	0.02%
Merchandise Sales	1	0.00%
	<b>175,859</b>	<b>100.00%</b>



Most income currently comes from grants and trusts (72% in 2020-21) with a smaller percentage coming from social enterprise activities, corporate and events.

The Fundraising and Marketing Manager will invest approx 50% of their time in developing trust & grant fundraising. They will apportion the other 50% of their role between the wider fundraising mix and marketing responsibilities. One of the key goals is to diversify income streams, with a particular focus on developing corporate partnerships and regular giving. This could be the ideal opportunity for you, as an already competent fundraiser, to expand your experience into these two areas. There is also a strong marketing element to this role with the expectation that you will raise the profile of the charity across its community and in support of fundraising.

CREATE is looking for someone who is wholly aligned with its values. You will need to be a passionate advocate for social justice, community development and for giving young people a voice and empowerment.

In addition, you will be part of the Senior Management Team, an opportunity for you to gain experience in organisational strategy.

You will need to have a strong fundraising background but not necessarily come from the arts and culture sector, although this would be an advantage. If you are passionate about creative and performing arts, you will love this role as you will be heavily engaged with the amazing young people involved in the programmes. Maybe you will step up on open mic night every Friday!

You will initially have line management responsibilities for one team member, a Fundraising & Marketing Coordinator. Based on your success, there is the option to be full-time in the future and build a fundraising team. Throughout all of this, you will be supported by the Fundraising Sub-Committee which holds a lot of high level fundraising expertise.

# THE ROLE

## TO BE A CANDIDATE OF INTEREST, YOU WILL HAVE TO:

- Have a strong fundraising background across several income streams, including at least two years of grants and trusts fundraising.
- Have the ability, if not the experience, to develop an individual giving and corporate fundraising strategy as well as deliver it.
- Be able to demonstrate strategic as well as operational ability.
- Be creative and innovative.
- Be an excellent communicator, both verbally and in writing.
- Be fully aligned with the values of the charity.
- Be energetic, determined, passionate and committed to this cause.
- Have strong leadership experience or potential.

## ADDITIONAL INFORMATION

- The salary is £28,287 - £34,015 per annum (pro rata £17,272 - £20,409) depending on experience
- This is a part time post amounting to 21 hours per week.
- Some home working is allowed although the expectation is you will be visible and ensure you are deeply embedded in the organisation. (Currently all the team are still working from home but we hope to transition back to our office over the coming months.)
- Working hours can be flexible across the week to suit you provided you meet the business needs.
- The holiday entitlement is 25 days annual leave plus 9 days public holidays (pro rata)
- The pension is 6% employer / 4% employee contribution.

# HOW TO APPLY

## APPLICATION PROCESS



01

Submit your CV and covering letter outlining your suitability via BreatheHR - [bit.ly/FMM-2021](https://bit.ly/FMM-2021) no later than Monday 24th May 2021



02

We will shortlist applications and get in touch with applicants by Monday 31st May



03

Shortlisted candidates will be invited to interview on Friday 4th June via Zoom

## COVERING LETTER GUIDANCE

We want to know more about who you are and why you'd be a great asset to the team. The covering letter is your opportunity to build up a profile of yourself, tell us about your personality, some of your greatest achievements, knowledge and experience and how you're the perfect match for the role. Below are some tips:

- Keep your covering letter under 2 pages long
- Include relevant and valuable information only and try and avoid repetition
- Expand on your career successes
- Please format your final covering letter as a PDF (or Word document).



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**WWW.CREATEPAISLEY.ORG.UK**

CREATE PAISLEY IS A SCOTTISH CHARITABLE INCORPORATED ORGANISATION  
SCOTTISH CHARITY NUMBER: SC043437