



FUNDRAISING AND MARKETING COORDINATOR JOB DESCRIPTION

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| JOB TITLE: | FUNDRAISING AND MARKETING COORDINATOR |
| LOCATION: | Office based with flexibility to work from home (Office/HQ based in Edinburgh) as agreed with the Chief Executive. |
| HOURS: | Full time 36 hours per week which may include Saturdays and some evening work. Occasional overnight stays away from home may be required. Time off in lieu may be taken for any extra hours worked with agreement of line manager. No overtime payments are possible. Seven weeks leave per annum plus 10 public holidays. |
| GRADE: | SCP 21-23 |
| ACCOUNTABLE TO: | The post-holder will be line managed by the Chief Executive who is ultimately accountable to the Executive Committee of Children's Health Scotland. |
| SALARY: | £22,735. This position is subject to funding and is currently Fixed Term for 12-months with a view to extension should further funding become available. |

JOB PURPOSE

Reporting to the Chief Executive, the Fundraising and Marketing Coordinator is responsible for leading the fundraising and marketing activities of Children's Health Scotland. This is a position that requires dynamic and hands on leadership. The role will be building and diversifying income streams, developing and growing fundraising as well as marketing and brand awareness. In particular, the post holder has overall responsibility for:

- Self-motivated fundraising leadership, achieving ambitious financial targets as outlined in the Fundraising Operational Plan.
- Marketing and communications leadership ensuring we hit our key performance indicators for awareness and supporter engagement.
- Planning, budgeting, and developing the fundraising and marketing functions.
- Promoting effective collaborative team working and a culture of professionalism, learning and development

KEY RESPONSIBILITIES

Work with the Chief Executive to achieve the following:

FUNDRAISING

1. Lead on the successful development and delivery of the Fundraising Strategy and Operational Plan for Children's Health Scotland.
2. Have a creative approach to fundraising and fundraiser/donor engagement, recognising the special relationship fundraisers and donors have with Children's Health Scotland.
3. Provide leadership and delivery of our fundraising streams which include:
 - a. Appeals
 - b. Events
 - c. Bequests and major giving
 - d. Corporate partnerships and workplace giving
 - e. Individual and regular giving
 - f. Trusts and Foundations
 - g. Community Fundraising
 - h. Donor Engagement, acquisition, and retention
4. Ensure an excellent donor/supporter care programme. Be responsible for: managing our volunteers, supporters, and donors; keeping up to date on key trends, best practice and fundraising law; and thanking and acknowledging donations within an appropriate time frame.
5. Ensure reporting, monitoring and evaluation processes are robust and provide the necessary information to the Chief Executive
6. Keeping full financial records and coordinate the allocation of donations with the Chief Executive and Finance Officer.

MARKETING

7. Lead on the successful development and delivery of the Marketing Strategy and Operational Plan for the charity.
8. Be responsible for managing our social media channels including planning, scheduling, and adapting content to make sure it is optimized for different audiences.
9. Work closely with services to market and raise awareness of the work of Children's Health Scotland, including website updates, case studies, event updates and social media reach.
10. Create simple graphics and source images for our website and social media posts.
11. Lead the PR Events Calendar for the charity and source and write relevant content for media releases, e-news, magazines and case studies.
12. Take the lead in the development and delivery of Scottish Children's Health Week and the Scottish Children's Health Awards.

MEASURING SUCCESS

- Analyse and report on engagement and performance of content across channels, including website, blog posts, newsletters, and email marketing, and make recommendations for improvement.
- Constantly measure and seek feedback to improve the way we work, including developing surveys, understanding and analysing insights and other innovative ways to measure impact.
- Work with the Chief Executive to develop our website SEO and measure analytics to ensure our website is getting the visibility we need.

GENERAL

- Supervise junior members of staff.
- Adopt a positive approach to personal and professional development, engaging in regular one to one meetings, and an annual performance review.
- Manage and/or attend conferences and events out of hours where appropriate.
- Comply with all legal requirements and work in accordance with CHS policies and guidance.
- Work collaboratively with other CHS team members and with line manager to identify training needs.
- Carry out any other relevant tasks as may be deemed appropriate.

As this post is working with children and young people the successful application will require to undergo a successful PVG check with Disclosure Scotland. During periods when events are being delivered, hours will be worked flexibly including occasional early evenings and weekends.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

MEASURES OF SUCCESS (KEY PERFORMANCE)

KNOWLEDGE AND EXPERIENCE

A clear understanding of marketing and fundraising with the ability and confidence to lead service delivery.

- Relevant degree in Marketing or Fundraising and/or relevant work experience.
- Can deliver key outputs and respond to requests from Chief Executive in a timely fashion.
- Able to lead on marketing and fundraising work unsupervised.
- Able to supervise the work of junior members of staff.
- Experienced in collaborative working.
- Able to work under pressure and to tight deadlines.
- Knowledge of children's rights in relation to health and wellbeing.
- Able to problem solve and respond in a crisis.
- Able to represent the charity and its values effectively.
- Excellent verbal communication and interpersonal skills.
- Competent in the use of Office365

FUNDRAISING

A proven track record in the successful delivery of fundraising initiatives to maximise income for a charity.

- Experience of working in a marketing/fundraising related role.
- Able to develop new and imaginative fundraising activities, including organising fundraising events, developing and coordinating web-based fundraising, online auctions and merchandise sales.
- Able to inspire new supporters to raise money, whilst maintaining and developing relationships with existing supporters.
- Experienced in the recruitment, organisation, and management of volunteers to carry out various functions within the charity.
- Experienced in the development of corporate fundraising including employee giving and matched giving from employees and sponsorship of events.
- Able to manage and update databases to record donor contact and preference information.
- Able to make risk analyses and balancing time-cost ratios to focus effort on the fundraising activities that are most appropriate and will have the highest chance of success/

MARKETING

- Experience of working in a marketing/fundraising related role.
- Strong written and verbal communication skills, with excellent spelling, grammar, punctuation and attention to detail and an ability to write persuasively for a variety of audiences.
- Experience in a broad range of marketing activities including general marketing, advertising, digital marketing, and communications.
- Experience of managing the design and production of marketing materials.
- Working knowledge of social media platforms.
- Experience of using content management systems and website tools, particularly Wordpress and Mailchimp.

FINANCE

- Experience of planning, budgeting, and reporting on fundraising and marketing in the charity sector.