

Fundraising & Marketing Manager

Job Description

Role: Fundraising & Marketing Manager	Department: Fundraising
Reports to: Chief Operating Officer (COO)	Salary: £36,000 or pro-rata for a 4-day week
Location: The Eric Liddell Community	Type of contract: Full Time/possibility of 4-day week
Working hours and pattern: 37.5 hours per week (or 30 hours per week for 4 days), working generally Monday to Friday during normal business hours, flexible with working from home/office.	

About The Eric Liddell Community

The Eric Liddell Community is a local care charity and community hub founded in 1980 in memory of the 1924 Olympic gold medallist, Eric Liddell.

Our vision is a community where no one feels lonely or isolated and we are on a mission to bring people together in their local community, to enhance their health and well-being. We are doing this by: providing a Day Service for people living with dementia alongside a programme of community-based activities for people living with dementia; a programme of well-being activities, courses and classes for unpaid carers, and developing our vibrant community hub, at the heart of Edinburgh.

About the Job

The Eric Liddell Community is undergoing a period of growth/expansion with a new vision for the delivery of caring services, alongside exciting plans for The Eric Liddell 100.

The Fundraising & Marketing Manager plays a key role in developing the Fundraising strategy of the organisation and driving forward new initiatives and projects to assist the long-term sustainability of the charity.

You will identify, generate, and grow unrestricted and restricted income to underpin The Eric Liddell Community's work in the community by managing a portfolio of funders, supporters and prospects, creatively stewarding existing relationships and maximising opportunities for giving.

The Eric Liddell Community has developed a positive Strategic Vision 2022-2027 - the Fundraising & Marketing Manager will play a key role in the implementation of this, while also supporting the CEO in the development of The Eric Liddell 100.

The Eric Liddell 100 aims to secure, develop and celebrate the legacy of Eric Liddell in the lead up to (and beyond) the centenary of his Olympic success that will take place at the Paris Games in 2024. The Patron for The Eric Liddell 100 is Her Royal Highness The Princess Royal.

Key Responsibilities and Accountabilities

- You will report to the COO and will provide updates on progress and developments to the CEO/COO and the Board of Trustees.
- Develop a Fundraising Action Plan in support of the Strategic Vision/Business Plan.
- Work closely with the CEO on The Eric Liddell 100, related funding developments and major events at a local, regional, national, and international level.
- Implement the Sustainability Strategy in conjunction with the CEO/COO and Senior Management Team (SMT).
- Be responsible for leading and motivating the fundraising and marketing team to realise ambitious yet achievable targets and enable the growth of projects and services.
- Drive the delivery of fundraising targets outlined in the Strategic Business Plan by securing funding from a portfolio of funders, supporters and prospects.
- Manage a pipeline of funders and supporters at different stages of the giving cycle aligned to The Eric Liddell Community projects, core activities and strategic objectives.
- Lead on researching and writing compelling and persuasive funding bids. Ensure funding bid deadlines, reporting and stewardship schedules are adhered to and that all financial support is acknowledged and thanked in a timely manner.
- Identify new prospects through research and networking, and design tailored cultivation plans making best use of our organisational assets, trustees, and senior team in collaboration with the Community Fundraising Officer.
- Develop and implement stewardship plans for supporters at different giving levels.
- Plan and execute an Annual Appeal Programme, including a major appeal for The Eric Liddell 100.
- Manage marketing and communications to our existing Membership and develop a Membership acquisition plan to grow this supporter base.
- Develop a marketing plan for Legacy giving.
- Manage the administration of fundraising including banking, acknowledgements, receipts, and other correspondence, and ensuring the CRM database is accurate and up to date, with support from the fundraising team.
- Monitor income from funders against expenditure, working with colleagues in finance to ensure grants are correctly allocated and funds drawn down and spent to agreed timescales.
- Work with the Chief Executive Officer, Chief Operating Officer, Senior Management Team, Communications Administrator, project, and fundraising staff to maximise fundraising income streams.

This list of responsibilities and accountabilities is not exhaustive and will include other duties as directed by the COO from time to time.

Key Outcomes

- Fundraising Action Plan developed and delivered.
- Annual fundraising targets are met/exceeded.
- Supporters feel valued and respected.
- The Eric Liddell 100 Funding targets/outcomes are identified and actioned.
- Current projects are funded for the future.
- Strategic Business Plan/Sustainability Strategy key targets are met.

- New projects are in the pipeline for additional services and enhancements.
- New donors and funders are attracted to the charity.
- The Code of Fundraising Practice is adhered to.

Required Knowledge, Skills and Experience

Essential

- Proven excellent track-record in generating major income from trusts and foundations and grant funders in particular and manage all income streams.
- Demonstrable experience of managing relationships and account management to the highest standard.
- Experience of organising high profile and local fundraising events.
- Broad knowledge of the care funding landscape in the UK including major institutions and philanthropic funders and experience applying this within a fundraising context.
- Excellent communication skills with the ability to summarise complex information with clarity, brevity, and speed.
- Experience of marketing practice and understanding of its value and importance.
- Sound financial acumen with experience of developing accurate budgets and monitoring spend.
- First class copywriting skills, attention to detail and proofing skills.
- Proactive, self-motivated, and organised – experienced at working independently, managing multiple priorities simultaneously and achieving success within a target driven environment.
- Excellent IT skills including MS Office and CRM systems e.g., eTapestry.
- Staff management experience.

Desirable

- A keen interest in and understanding of The Eric Liddell Community and a passionate belief in our vision and mission.
- Member of the Chartered Institute of Fundraising.
- A current driving licence valid for driving in the UK.
- Knowledge/experience of project management, development and conception.

Dimensions and Scope of Job

Scale:

- The Fundraising function currently consists of the Fundraising & Marketing Manager, Trusts and Foundations Officer, and the Community Fundraising Officer. The Fundraising & Marketing Manager is part of the Senior Management Team. It is anticipated that the capacity of the team will increase.

People Management:

- You will have line management responsibility for the fundraising team and will work with external partners and volunteers where appropriate.

Internal Relationships:

- You will work closely with the CEO, COO, wider team, SMT, The Eric Liddell 100, Trustees and volunteers and will liaise with The Eric Liddell Community Independent Fundraising Committee to ensure a co-ordinated and consistent approach to all fundraising and events activity.

External Relationships:

- You will be the key contact for our philanthropic and grant funders. You will account manage the portfolio of funders to the highest standard.

Financial Management:

- You will work collaboratively with colleagues to achieve a significant income target for the Fundraising Team.
- You will be responsible for developing accurate budgets for funding bids, tracking expenditure budgets against agreed deliverables, and ensuring all actions are taken with a view to the long-term sustainability of the charity.
- Maximise income by effecting timely draw down of funding through the use of invoices, purchase orders and grant claims. Support tax effective giving and ensure timely and effective systems are in place for gift processing and Gift Aid monitoring.

Terms and Conditions

The Key Responsibilities, Required Knowledge Skills and Experience reflect the requirements of the job at the time of issue. The Eric Liddell Community reserves the right to amend these with appropriate consultation and/or request of the post-holder to undertake activities believed to be reasonable within the scope of the job or abilities.

Salary: £36,000 or pro-rata for a 4-day week

Working Hours: 37.5 hours per week (or 30 hours for a 4-day week (working from home/office flexibly)

Annual leave entitlement: 6 weeks inclusive of public holidays

Notice period: 3 month

Probation period: 3 months

Other benefits:

Company contributory pension scheme

Occupational sick pay

Death in service cover

40% off food at our Community Hub Café, Café Connect

Edinburgh Leisure Community Access Programme Card – classes, gym, pool etc. membership

Flexible TOIL approach