

JOB DESCRIPTION & PERSON SPECIFICATION Fundraising & Marketing Manager



1 JOB DETAILS

Job Title	Fundraising & Marketing Manager
Contract	Permanent
Hours	28 - 35 hours per week (subject to agreement)
GOR	Required to have a genuine and active Christian faith demonstrated by a live church commitment
Salary	Point 29 – 32: £18.56 - £20.27 per hour (FTE £33,771 - £36,898 gross per annum) (dependent on qualifications and experience)
Location	Hybrid working between Street Connect's office in Glasgow city centre, home and visiting other project locations.

2 JOB PURPOSE

The Fundraising & Marketing Manager is responsible for leading the development and implementation of Street Connect's income generation strategy in order to raise funds to support the work of Street Connect. The post holder is also responsible for the development and implementation of Street Connect's communication strategy to ensure the effective branding, marketing, and promotion of Street Connect.

The post holder will be responsible for leading, managing and continuously developing the fundraising and communications teams.

The post holder will work as part of the Street Connect team seeking to take forward our mission to work with church partners to offer hope and opportunity of recovery for individuals disadvantaged by addiction and associated issues including homelessness and poor mental health.

3 MAIN RESPONSIBILITIES

	Approx. % of time
Lead, inspire and manage the fundraising and communications teams to ensure individual and team objectives and targets are met	42%
To be the key contact point for the organisation on fundraising and marketing issues and ideas	18%
Support the development and implementation of fundraising strategies, projects and plans to meet agreed fundraising targets	14%
Support the development and implementation of communication strategies, projects and plans and activities to ensure the effective branding, marketing and promotion of Street Connect	10%
Monitor and review the performance of the Fundraising Team, including staffing levels and costs, to ensure Street Connect has an appropriate mix of fundraising activities that generates the best possible return on investment.	8%

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Coordinate and oversee fundraising activities including research of potential funders, the development and submission of funding applications to trust and grant funders, community fundraising activities, individual donor campaigns and appeals including major donors, legacy promotion, links to supportive churches, statutory funding, corporate fundraising, and social enterprise activities. Identify and investigate potential new areas for income generation.	6%
To contribute to the overall management and performance of the organisation through participation in the Management Team.	2%

4 KEY RELATIONSHIPS

- Head of Business Development – the post holder will report to the Head of Business Development as their line manager and support the Head of Business Development in the required areas.
- The post holder must work with internal service delivery colleagues at all levels to help establish and develop the work of Street Connect.
- The post holder will line manage staff including Fundraisers and Communications Officer(s) and may provide support and supervision to volunteers.
- Externally, the post holder relates to volunteers, supporters, church leaders and the general public and is responsible for upholding SC's reputation in their day-to-day work.
- The Fundraising team are a dynamic entity who work very closely together to ensure that the quality of a relationship with a funder is maintained above all else. There is significant cross over between fundraising disciplines in this regard.

5 DIMENSIONS

- The post holder's work takes place for the most part in Glasgow but may involve travel within the UK. Hybrid office and home working may be possible, subject to discussion and agreement.
- Take part in on-going training and personal development.
- Willing to do any other reasonable work-related tasks as requested by the Chief Executive or Board.
- Participate fully in supervision and appraisal procedures.

6 JOB CONTEXT AND ANY OTHER RELEVANT INFORMATION

- A genuine and active Christian faith and commitment is an occupational requirement for this post. The post-holder will be required to participate in and lead Christian reflection and prayer in a work setting and occasionally respond to questions about the Christian faith from personal experience. This will enable contextualisation of Street Connect's vision of releasing God-given potential in disadvantaged lives through the mobilised local church and our value of faith in the leading, provision and transformative power of Jesus Christ which underpins all our activities.
- Holiday entitlement will accrue during the contract period in line with current pay and conditions policy.

7 CREATION AND REVISION

Created	30/06/2020	Reviewed and updated	03/05/2024
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PERSON SPECIFICATION: KNOWLEDGE, SKILLS, AND EXPERIENCE NEEDED FOR THE JOB

Essential

- An appropriate qualification at SVQ4 or equivalent in a relevant area
- Experience in fundraising or research, writing and relationship management
- Knowledge of public and private funding bodies and/or grant making trusts
- Experience in marketing and / or communications
- Ability to tell a compelling story which will prompt a positive response
- Skills in researching and laying out clear and concise applications
- Ability to inspire and develop potential and existing supporters
- An understanding of the motivations of trust funders and grant making bodies
- Demonstrable experience of discerning and implementing the will of God for your area of leadership responsibility, leading from a place of listening.
- Strong ability to organise the resources, processes and systems required to achieve goals.
- Understanding of and ability to create healthy organisational culture.
- Excellent interpersonal skills and experience of working in a close knit team
- Ability to compile and convey budgets effectively to external audiences
- Good organisational skills
- Ability to prioritise & work under pressure
- Ability to inspire, influence and motivate others.
- Ability to maintain clear & accurate records.
- Excellent knowledge of Microsoft 365 suite.
- Required to have and be able to evidence a genuine Christian faith and commitment as an occupational requirement.

Desirable

- Knowledge of the voluntary sector, particularly charities that work with people with life controlling issues.
- Bachelor's degree or above.
- Experience & understanding of working in the 3rd sector.
- Experience building high performing teams, including the ability to recognise and cultivate rising talent required.
- Full UK drivers' licence.