**Job Description**

**JOB TITLE: Brand and Fundraising Campaign Manager**

**REPORTS TO: Head of Communications**

**RESPONSIBLE FOR: N/A**

**TYPE OF CONTRACT: Fixed Term to 31 December 2020**

**SALARY BAND: C**

**HOURS OF WORK:** Such hours as are necessary to fulfil the duties. This will involve a minimum of 35 hours per week and include work in evenings and weekends as required.

**LOCATION:** BPA central London offices. Travel may also be required in the UK and abroad as necessary.

**JOB PURPOSE:** This is a key role in developing brand recognition and delivering fundraising opportunities for ParalympicsGB and the British Paralympic Association (BPA). The Brand and Fundraising Campaign Manager will work with the Commercial and Communications teams to maximise opportunities to position BPA as a charity and increase fundraising via campaigns focussed on commercial partner activations and through direct public donations.

The role is also responsible for helping to devise and approve branding collateral across a range of channels in the build-up to and during the Tokyo 2020 Paralympic Games and beyond. As well as being responsible for inputting into the commercial approval process for partner activations and ensuring the growth of brand recognition while protecting brand integrity.

**KEY RESPONSIBILITIES IN DETAIL:**

**Fundraising**

* Responsible for the implementation of a fundraising campaign focused on driving public and partner fundraising for ParalympicsGB in the run-up to, during and post Games periods ensuring that opportunities for public fundraising are identified and exploited to the full
* Day-to-day management of multi-channel fundraising activity for the Tokyo 2020 campaign
* Lead account management of marketing agency for fundraising strategic advice
* Assist in the development of fundraising marketing materials including, copywriting, graphics, video and other collateral to support e-comms strategy
* Working with colleagues to advise and support all BPA commercial partners with their delivery of fundraising activity
* Ensure that the BPA maintains a database of supporters in an efficient and GDPR compliant manner
* Project-manage project team members working on fundraising campaign as well as internal and external stakeholders

**Branding**

* Working with the BPA’s Communications and Commercial teams to maximise brand exposure for ParalympicsGB and BPA brands through our own and partner channels
* Working with suppliers on production of physical branding items for pre-Games and Games events to include team launch, preparation camp, athlete village, homecoming celebrations/parade
* Being aware of current trends in brand activations to ensure ParalympicsGB utilises all possibly routes to promote the team and gives appropriate recognition to commercial partners
* Working closely with Communications and Commercial teams to ensure consistency of BPA and ParalympicsGB creative look and feel across all activity

**PERSON SPECIFICATION**

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| **QUALIFICATIONS**   * A degree or similar-level qualification, or equivalent practical experience working on fundraising or brand activation campaigns |
| ROLE REQUIREMENTS  * Due to its engagement with the ParalympicsGB teams at both the Summer and Winter Games, an assessment process may be undertaken to determine whether or not the post-holder requires a DBS Disclosure and Barred (DBS) List check |
| **KNOWLEDGE AND SKILLS**  **Essential:**   * Communications and marketing experience managing successful fundraising campaigns * Ability to manage multi-channel marketing activations and multi-skilled project teams * Experience of working on effective marketing or fundraising campaigns with measurable reach to target audiences * Experience of creating a range of digital assets such as graphics, imagery and video content * Strong copywriting skills and experience of working with html newsletter templates * Strong communication skills with the ability to write key messages and documents to a high level and tight timescale * Strong verbal communication/presentation skills * Experience of managing and reporting against agreed organisational budgets * Experience of project management * Understanding of the use of brand assets in fully integrated campaigns while adhering to brand guidelines   **Desirable**  A passion for Paralympic sport and the impact of the Paralympic movement |
| **BEHAVIOURAL COMPETENCIES AND QUALITIES**  Communication: The ability to express message and impart information clearly, concisely and convincingly to a wide variety of audiences and through a variety of mechanisms, including both verbal and written communication.  Creativity: The ability to understand a problem or issue, and the factors that influence it, and consider constructive inventive ways in which a solution can be found, and a positive work outcome achieved. The desire constantly to consider ways in which existing practices could be done better and more efficiently.  Organisational Skills A self-starter with the confidence to plan, organise and execute work programmes, often working to tight deadlines. |

**VALUES**

The British Paralympic Association is an organisation with unique responsibilities and roles. However, we will only achieve our ambitions by working with and through others, and by appreciation of where we fit within the wider sporting landscape.

This partnership working internally and externally is driven by three values highlighted in the BPA Strategic Plan for 2017/21 “Inspiring Excellence”. You will therefore adhere to:

***Excellence***– everything we do as the BPA should be of the highest possible standard, and reflective of an ambition to be world leading.  We are committed to a flexible, proactive, challenging approach to all activity – recognising how our own commitment to ‘being better’ can support the similar ambitions of our athletes and team;

***Honesty*** – we will ensure that all engagement and communication is fair, open and grounded in an appreciation of others and their views, seeking to set and manage expectations of ourselves and others to ensure consistency and transparency; and

***Trust*** - our interaction with each other with key partners and the wider community will be characterised by respect and will seek to engender a belief in the value, ethics and integrity of the BPA.

*This job description and person specification is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and may be amended from time to time in the light of the changing needs of the organisation through appropriate processes of consultation and the mutual agreement of both parties.*