

## **JOB DESCRIPTION**

**Post:** CHES Fundraising and Marketing Manager

**Reporting to:** Operations Manager

**Line Management Responsibility:** Assistant Fundraiser

**Hours per week:** 37.5 hours

**Salary Scale:** £26,000- £29,656 pa

### **Overall purpose of the job**

The role of the CHES Fundraising and Marketing Manager is to develop CHES' external presence in collaboration with the senior management team through a number of mechanisms including maintaining the current, as well as implementing new fundraising and marketing ideas; event management; building a team of volunteers to contribute to the conceptual and practical running of events; raising participation of existing strategies; liaising with companies, community groups, faith groups and other stakeholder relationships through a variety of communications with the purpose of increasing income.

**Working hours:** 37.5 hours weekly Monday to Friday, with occasional evening, weekend and bank holiday working, as required.

**In collaboration with the senior management, the post holder will take overall responsibility for:**

- Fundraising leadership, achieving financial targets as set by the CHES board of trustees
- Marketing and communication leadership to raise awareness in the local community and maintain and increase supporter engagement
- Planning, budgeting, developing and scheduling the fundraising and marketing functions

### **Main duties & responsibilities**

- Review, develop, and manage CHES' fundraising and marketing strategies
- Research events and activities in which CHES would have a beneficial participation.
- Generate income from a variety of areas including the development of and submission of funding bids.
- Research key stakeholder groups e.g. schools, colleges, community groups, faith groups, corporate organisations etc. and produce relevant marketing materials and resource packs, to promote, facilitate, maintain and increase stakeholder engagement
- Research grant and other fund making bodies to establish the necessary funding ethos, terminologies and strategies needed for successful applications and maintaining contact with relevant grant making bodies
- Lead and develop CHES' fundraising events to raise funds and Chess' profile
- Attend events (whether our own or those organised by third parties), taking responsibility for liaising with organisers and/or suppliers; collating and delivering resources and establishing the rota for support personnel and volunteers, as required. This will include a degree of lifting of equipment and resources.
- Gather and develop a team of volunteers to work alongside and support CHES fundraising efforts, chair meetings and ensure that actions are driven forward.

- Manage and motivate the fundraising assistant, ensuring they have clear objectives and is supported in order to be successful in their role.
- Act as a contact point with designated stakeholders, liaising, setting up and attending meetings as necessary.
- Communicate with stakeholders and leads using a variety of media including printed documentation, newsletters, web-site and social media. reflecting the aims and values of the charity, promoting successes and fundraising opportunities.
- Manage and develop consistent branding, fundraising and communication materials across the organisation, working with external designers and printers.
- Ensure we have activities, campaigns and resources in place to Increase reach, stakeholder engagement, income and advocacy, to foster long term supporters and growth for the charity
- Assist with the compilation and dissemination of the trustees' annual report and social audit
- Manage and develop the CHESS CRM, ensuring all relevant contact details, relationships, communications and financial donations are kept up to date.
- Coordinate a daily gift acknowledgment process, ensuring that donors receive timely and appropriate communications.
- Attend to all administrative duties related to the post.
- Take responsibility for personal training, development and attend appropriate supervision & training sessions.
- At all times have a strong awareness and understanding of CHESS' policies, including; health & safety, equal opportunities, diversity & inclusion, data protection and processing and volunteering.
- CHESS is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all employees and volunteers to share this commitment.

This job description is a general outline of the duties and responsibilities of the post holder and may be amended by CHESS Homeless as the service develops and the expectations of the role change. The post holder may be required to undertake other duties as may reasonably be required from time to time.

## **Person Specification**

### **Essential**

- Proven successful fundraising experience in the charitable sector and knowledge of the funding environment
- A commitment to the CHESS Mission Values and Aims
- A team player and experience in leading teams (staff and volunteers)
- Excellent interpersonal, verbal and written skills. Ability to build relationships and manage people and events.
- Experience in presenting to large and small groups of people
- Ability to communicate clearly and offer appropriate support to stakeholders
- Financial planning and budgeting and the ability to keep clear, accurate records & reports
- Excellent standard of numeracy and literacy and the ability to formulate funding documentation, news-letters and resources
- Enthusiastic and positive attitude with a 'can do' outlook
- Honest, respectful, reliable, non-judgemental.
- Excellent planning, organisation and prioritisation skills

- Awareness of professional boundaries
- Flexibility with working hours
- Good working knowledge of Microsoft Office & CRM systems
- Full driving licence
- Due to the nature of the charity and the possibility of the applicant working in schools and clubs, this role is subject to the satisfactory completion of a DBS check (**Disclosure**).

**Desirable**

- Ability to deal with challenging behaviour with a non-confrontational approach
- Awareness of the need for outcomes
- Knowledge of project management
- Experience of working with designers to produce marketing materials and resources