**AGE UK CAMDEN**

***Striving to be an Equal Opportunities Employer***

**JOB DESCRIPTION**

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| TITLE OF POST:  | **Fundraising Manager – Income Generation and Marketing and Communications**  | GRADE:  | **P02** (Pro rata dependent on number of hours) |
| HOURS OF WORK P.W.:  | **21 hours to 35 hours per week**  | ELIGIBLE FOR JOB SHARE:  | **No**  |
| CONTRACT LENGTH  | **Permanent**  |
| ANNUAL LEAVE:  | **27 days per year plus Bank Holidays pro rata**  |
| PENSION:  | **Contributory Pension Scheme:  Employee – 6%, Employer – 6%**  |
| RESPONSIBLE TO:  | **CEO**  |
| RESPONSIBLE FOR:  | **The Team currently includes:**  **Charity Shop Manager and Retail Staff** **Community Engagement Officer** **Communications and Marketing Officer (This post is under review)**  **With link to external Bid Writing Consultant**  **Volunteers when applicable.**  |

**PURPOSE OF THE JOB**

**Fundraising Manager – To be responsible for the Fundraising, Income Generation and Marketing and Communications functions within Age UK Camden.  Reporting to the CEO and in liaison with the Senior Management Team and the external bid writing consultant.**

**JOB PURPOSE:**

* Develop and deliver an ongoing fundraising/income generation strategy to

support AUC’s Business Plan, which maximises unrestricted and restricted income.

* Develop and deliver an ongoing marketing and comms strategy to support

AUC’s Business Plan.

* To maximise the benefit of the AUC brand.
* Lead AUC’s fundraising, income generation and comms and marketing

activities in the next stage of its ambitious development plan of growth and

impact.

* Identify opportunities to generate new income and establish sustainable new income streams.
* Build a strong and effective external profile for the role and work of AUC
* Project management to specific projects as appropriate

**KEY ACCOUNTABILITIES:**

* Lead and oversee the fundraising, income generation, marketing &

communications functions and teams.

* Develop, deliver and embed the tools needed to create a vibrant and efficient

fundraising, income generation, marketing and comms function including the development and use of the CRM.

* + Ensure that funds are raised in an ethical and cost effective manner from all appropriate fundraising sources, including regional fundraising, trusts and foundations, corporates, events and challenges, individuals both high net worth and others, clubs and associations, legacies and the acquisition and development of donors through marketing initiatives (In liaison with the CEO and external bid writing consultant and SMT and service managers as appropriate).
	+ Oversee the formulation and implementation of a marketing/communications/PR strategy and action plan.
	+ Contribute to the development and delivery of clearly defined objectives and ambitious targets. Ensure that adequate plans are in place to achieve them, in line with the Business Plan
	+ Support AUC in adopting a business focus and integrate thinking and plans to build income generation in an innovative way, providing direction, advice, expertise and leadership on all fundraising and income generation activities.
* Plan and develop new income streams consistent with the ethos and values

of the charity

* Maximise the benefit of the AUC brand.
* Public affairs & Stakeholder Management: Support AUC in adopting a business focus and integrate thinking and plans to build income generation in an innovative way, providing direction, advice, expertise and leadership on all income generation activities.
* Further develop key corporate partnerships and harness new opportunities. Event management and logistics, including partnerships and sponsorship.
* Work with the wider AUC team to provide the information to support activities

including access to services, income generation including bid writing and

stakeholder relationship building.

* Work with the resources available to secure funding through

trusts/foundations/statutory income streams.

* Other duties requested by AUC in line with the grading of this post.

**GENERAL REQUIREMENTS:**

1. The post may involve occasional evening or weekend work, for which time off

in lieu can be claimed.

1. The post holder is required to carry out their post with due regard to the

practical implications of Age UK Camden's Equal Opportunities Policy.

1. All staff are required to work within Age UK Camden's policies, ensuring these are carried out in relation to the job, e.g., Confidentiality, Quality, Health and Safety.
2. The needs and circumstances for the post may change over time and the Job Description may need to be reviewed in light of changes which may occur.

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| **Job Description Agreed by:**  |
|   | **SIGNATURE**  | **DATE**  |
| **Chief Executive Officer**    |    |   |
| **Line Manager**    |   |   |
| **Postholder**    |   |   |

**Date: July 2023**