

Marketing & Fundraising Administrator



'Until everyone is living their best later life'

About Age UK Lancashire

Age UK Lancashire proudly delivers services to over 12,000 older people across Lancashire each year, enabling them to maintain their independence and to enjoy choice and control over their lives.

What you'll be a part of

If you come and work with us, you'll join around 240 colleagues and 110 volunteers who are proud of, and passionate about their work & our customers, who pull together as a team and who make an impressive difference in the lives of older people every day.

The Business Development team is responsible for all fundraising, community engagement and marketing ensuring that the charity grows its income from diverse sources.

The job, in a nutshell

This role will provide administrative support to our small, friendly Business Development team.



What you'll do for us

- Provide admin support and coordination of bookings for our Will Writing Surgeries and Retirement Planning workshops.
- Collect and collate potential social media and newsletter content and stories from our services, retail and campaigns activities, engaging with colleagues.
- Produce straightforward social media posts, using Canva and Age UK's brand templates, and undertake routine website updates, under the supervision of the Marketing Manager.
- Produce stock leaflets and posters using Age UK's templates and brand photos, under the supervision of the Marketing Manager. Order and distribute marketing materials for the organisation and check that stock has been received for finance remittance.
- Support the Individual Giving Manager to organise our fundraising events, taking bookings, answering enquiries, sending out information and packs.
- Support engagement of external partners in the work of Age UK Lancashire using and updating our Mailchimp subscriber list and the charity's CRM database.

Our Values

We innovate

We care

We go above & beyond

We take responsibility

We are proud to work here

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What you'll do for us continued

- Support our regular campaigning activity, including sending pre-drafted letters to stakeholders to raise awareness of our cause.
- Undertake other relevant administrative duties as requested by the Business Development and Fundraising Director. Ensure compliance with data protection, digital communications and Fundraising regulations.

Key Relationships

- Age UK Lancashire colleagues
- Members of the public

Must haves

Experience of administrative work with the ability to plan, organise and prioritise.

Excellent IT skills. Able to work well with Word, Excel and other standard operating systems.

Proficient at database management and report generation with a strong understanding of the importance of accurate data entry and reporting.

Able to manage workloads, with good time management skills and able to work on own initiative.

Able to build positive, productive relationships with colleagues, supporters and members of the public and a strong team player.

Great to haves

Experience of using Canva and updating websites (full training will be given).

Awareness of the importance of the correct use of brand and logos.

Other information

- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.
- In addition to the contents of this role description, colleagues are expected to undertake any and all other reasonable and related tasks allocated by line management.

"Having worked for Age UK Lancs for 17 years I can recommend this role as an ideal opportunity to capitalise on existing skills and develop new ones in a varied environment working with a very experienced and friendly team and for an outstanding employer".