

Job pack

A large abstract graphic composed of several overlapping, diagonal bands of color. From top-left to bottom-right, the colors are: dark blue, bright blue, magenta, orange, lime green, and a darker blue at the bottom-left corner.

**Community Fundraising &
Marketing Manager**

This pack contains the following sections:

- About the employer: Age UK Sutton
- How to apply
- Role description and person specification

About the employer: Age UK Sutton

Age UK Sutton (AUKS) is an independent, local charity with a turnover of around £1.3m. The charity is a brand partner of Age UK, and as such benefits from membership of a network of similar small and medium sized independent charities across the UK, whilst being able to maintain a focus on local issues in the London Borough of Sutton.

The charity delivers a mixture of 'on demand' services, commissioned services, social and community activities, and is increasingly involved in local influencing and strategy. Age UK Sutton is the lead partner for the older people's strand of the Sutton Plan, the local plan to develop services and improve life for all residents in Sutton. The charity works extensively in partnership with a wide range of other local charities, community groups, and statutory bodies including the NHS and the Council.

We are a small charity with just around 30 staff, some part-time, and a cohort of over 50 further workers delivering variable hours in our 'Help at Home' support services. The charity also has a cohort of 70 volunteers.

Age UK Sutton enjoys an open and participative working environment. We work to our core values of being supportive, professional and person centred. These are reflected in the way we work with older people, with each other and with our partners. A key element of all roles is to develop and maintain the organisation's working ethos and culture.

Age UK Sutton strives to provide a supportive working environment for all staff and volunteers in order that they can develop personally and professionally and acquire new skills. We are a flexible employer and pride ourselves on being a family and carer friendly workplace.

How to apply

Please email us at workforus@ageuksutton.org.uk to apply, submitting a CV and supporting statement. We expect candidates to address the experience, skills and knowledge sections of the person specification within their statement. We recognise that the person specification for this role is quite extensive, we do not expect candidates to tick every point and would encourage you to apply even if you don't. If you have any questions about the role or your suitability, we would recommend you contact us as set out below.

Please note that CVs without a supporting statement will not be considered.

Candidates are warmly invited to arrange an informal discussion with the recruiting manager, before submitting their application, which can be arranged by contacting Charlotte, Business Support Manager:

charlotte.growns@ageuksutton.org.uk
07577 130549

Closing date for applications: Sunday 20th April

Interview date: Thursday 1st May

If you cannot attend this interview date, please let us know when you submit your application. If we invite you to interview, we will always do our best to find a suitable alternative date.

The Role:

Community Fundraising & Marketing Manager

Full time 37.5 hours per week, £40,000 - £45,000 (dependent on experience)

2-year fixed-term contract with potential for extension

Responsible to: the COO

The post holder will liaise with the Senior Management Team and an external bid writing consultant

Based at: The role is hybrid with regular attendance required at the Age UK Sutton offices: 1 Carshalton Road, Sutton SM1 4LE. Naturally, this community based role required regular working in the community in the Borough of Sutton

Occasional weekend and out of hours working may be required

Role overview

As a Community Fundraising Manager you will be responsible for the Community Fundraising, wider community income generation projects and be organisational lead on the Marketing function within Age UK Sutton. This is a newly created role within the charity, working with the CEO and COO, as we look to the future.

Sutton's population of older people will, undoubtedly, grow over coming years and needs may become more complex alongside the growing challenges on health and social care funding. We are looking to find ways to develop, replace and diversify income.

The role holder will be expected to:

- Develop and deliver a fundraising/income generation strategy and workplan to support Age UK Sutton's Business Plan, maximising unrestricted and restricted income.
- Identify opportunities to generate new unrestricted income and establish sustainable new income streams.
- Develop and deliver a marketing and communications strategy to support Age UK Sutton's Business Plan.
- Build a strong and effective external profile for the role and work of Age UK Sutton.
- Project manage specific projects as appropriate.

We are looking for an experienced Community Fundraiser who is an excellent communicator, strategic thinker and relationship builder with, ideally, marketing experience. A proactive, flexible and positive approach is also essential, with a keen interest in improving the lives of older people at a local level. There is a committed staff team who will be onside to support your work.

Main duties and responsibilities (role profile)

Community Fundraising (approx. 50% of role)

Identify opportunities to improve reach and impact, meeting the needs of existing and new generations of older people – working closely with staff at all levels and through the development of external partnerships.

Ensure that funds (both restricted and unrestricted) are raised in an ethical and cost-effective manner from all appropriate fundraising sources, including, but not restricted to:

- local fundraising, corporates, schools, clubs and associations;
- events and challenges;
- legacies;
- sponsorship opportunities;
- and the acquisition and development of donors through marketing initiatives (In liaison with the CEO, external bid writing consultant and senior management team as appropriate).

Support the COO working with an external grant and foundation consultant to ensure there is consistency and consistent messaging in our fundraising approaches.

Stay abreast of developments and research that will impact older people or give examples of best practice.

Represent and present the organisation in a compelling and inspiring way, helping to develop partnerships and increase awareness. Present the organisation to stakeholders and attend forums and events.

Support AUKS 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.

Work with the Senior Management team to develop and implement marketing campaigns and communications for fundraising that deliver long-term, sustainable income, increasing donor numbers, levels of regular giving and gifts in wills/legacies.

Further develop key corporate partnerships and harness new opportunities, event management and logistics, including partnerships and sponsorship.

Plan and develop new income streams consistent with the ethos and values of the charity.

Marketing (Approx 40% of role)

Develop and deliver Age UK Sutton's Marketing and Communication Strategy, with support from the CEO, COO and other Managers.

Work with the Leadership Team to develop compelling marketing campaigns, our range of stories and case studies to optimise promotion of the impact of the charity and to ensure our storytelling positively communicates our case for support to increase take up of our services.

Develop and deliver an annual calendar of campaigns in line with national campaigns and to reflect organisational need, vision and mission. Take responsibility for producing and delivering Age UK Sutton's annual report and impact report.

Ensure that legacy messaging is thoughtfully incorporated into Age UK Sutton's messaging.

Update content for the organisation's website where necessary, in order to utilise the website as an effective marketing tool for the organisation.

Take responsibility for planning, creating and scheduling social media content on our account, on all platforms (Linked In, Facebook, Instagram, etc) and encourage, train and support staff to use social media and share our posts.

Work with the service teams to produce an effective digital newsletter to extend our reach to older people, carers, professionals and donors, sent out via Mail Chimp.

Act as brand guardian for all creative assets, ensuring they are effective and deliver the desired messages. Provide guidance and support to other departments within AUKS to ensure coherent communications that reflect the organisation's brand, mission, vision and values.

Maintain regular contact with key audiences and partners ensuring they are kept up to date with the work of Age UK Sutton.

Monitor and report on the effectiveness of marketing campaigns, including digital response rates. Review and report on insight and marketing intelligence to apply to campaign planning.

Help ensure that our marketing is compliant with the highest professional and quality standards, best practice and all relevant codes of practice and legislation, i.e. Charity Commission, Fundraising Regulator, GDPR, Gambling Commission, Health & Safety, etc.

Maximise the benefit of the Age UK Sutton brand.

Other duties (10%)

You are required to undertake such other duties appropriate to your role and level of responsibility as may reasonably be required of you, such as:

- Attend staff meetings and regular line management, team and supervision meetings with your manager and work towards objectives.
- Attend external meetings as required.
- Participate at events including occasional weekend and evening activity and proactively support service delivery across the organisation.
- Work as part of the wider Leadership team to seek feedback, to continually improve the delivery of the community fundraising and marketing function.
- Participate in learning and development opportunities and take responsibility to identify your own learning needs.
- Work within our policies including Equality and Diversity, Health and Safety, Confidentiality and Data Security.
- Undertake other general duties as may be deemed necessary by Age UK Sutton.

The list of duties in this Job Description should not be regarded as exclusive or exhaustive. Please note that, in consultation with you, Age UK Sutton reserves the right to update your Job Description to reflect changes in, or to, your post.

Note

We recognise that Community Fundraising specialists may not have extensive marketing experience, and as such, a training package will be offered with this role to complement career development.

Person Specification

We recognise that the person specification for this role is quite extensive, we do not expect candidates to tick every point and would encourage you to apply even if you don't. If you have any questions about the role or your suitability, we would recommend you contact us for an informal conversation.

Personal qualities & attributes	<ul style="list-style-type: none"> • High level of personal integrity • Self-starter, with an ability to work independently and as part of a wider team • Positive, motivated, enthusiastic, proactive and flexible approach • Good attention to detail • Keen interest in improving the lives of older people
Experience	<ul style="list-style-type: none"> • Experience of community and event fundraising in a charity setting • Experience of developing and delivering a fundraising strategy to maximise income • Experience of exceeding ambitious fundraising targets • Successful demonstrable experience of writing and producing high quality proposals or business cases – in a fundraising capacity or similar • A natural storyteller who demonstrates passion for the cause they work in and the impact and difference that the charity can make • Experience and confidence in public speaking • Experience of developing and delivering a marketing and communications strategy to support business plans • Experience of traditional and digital marketing • Experience of data analysis and report writing
Skills and Knowledge	<ul style="list-style-type: none"> • Knowledge of local and national resources and support organisations • Excellent communication and networking skills with a wide range of people including staff, volunteers, older people and professionals and comfortable in cultivating relationships, presenting and promoting work • Excellent time management and the ability to respond to change and support others to do the same • Understanding of the complex issues and needs affecting older people and their carers • Awareness of the services available to older people in Sutton from the statutory, voluntary and private providers, including social care and housing services • Proficient in Microsoft Office software to include Outlook, Word, PowerPoint, alongside digital marketing and creative platforms, such as Canva
Other	<ul style="list-style-type: none"> • Support for the aims, principles and policies of Age UK Sutton <p>A DBS check is required for all roles at Age UK Sutton.</p>