

Job Description

Job Title:	Fundraising and Enterprise Manager
Responsible to:	Services Director
Responsible for:	Enterprise Development Assistant (Promoting Paid for Services)
Hours:	30 hours per week
Salary:	£28,548 per annum

Main Purpose:

To work as part of the Leadership Team to develop and grow commercial enterprises, develop corporate giving schemes, secure donations to establish a sustainable unrestricted income stream into the Charity and showcase the work of the Charity on social media platforms.

Income Generation:

To establish business enterprises within the charity to generate paid for service income, managing these operations and maximising profit.

To establish commercial giving income streams and sponsorship with small, medium, and large companies.

To establish a local supporter's scheme, to generate income and promote the services of the Charity.

To increase the customer base for the 131 Club, Studio 131, Happy Feet, Lunch Clubs, and any new enterprises the Charity sets up.

General Management:

Oversee the maintenance of the Charity's social media marketing, external media advertising and website maintenance.

To undertake media campaigns representing the Charity, our work and the older people we support.

Manage any Service Level Agreements with external marketing consultants.

To work in line with the Charity's values and to provide guidance on these values to staff.

To work with the Leadership Team to develop the Charity's internal strategy, fulfil its goals and realise its ambitions.

To deputise in the absence of the CEO.

Person Specification

Essential Criteria	Requirement	Identified
Qualifications	Suitable fundraising, marketing, business qualification	Application
Skills	Fundraising Securing donations from the general public Securing corporate investment Setting up profitable social enterprises Administration Promotion and Sales	Application and Interview
Experience	2 years' experience in a fundraising management role Working with the media Maximising social media platforms Generating donor based income	Application and Interview
Aptitude	Ability to multi-task A people person Ability to work as part of a team Well organised Target and outcome driven	Application and Interview
Commitment	To working in a community based charity supporting older people to thrive in later life	Application and Interview