

Job Description

Department:	Fundraising
Job Title:	Fundraising & Marketing Manager
Reports to:	Chief Executive
Base:	Beechwood Cancer Care Centre
Salary Scale:	£30,507 - £35,229 FTE
Hours:	Full-time (37 hours) or part-time for the right candidate
Holiday Entitlements:	25 days (pro rata for part-time) Plus, bank/statutory days (pro rata for part-time)

About the Charity

Beechwood is a Charity based in Stockport, established in 1990 to support people from across the Northwest affected by cancer or other life-limiting illness such as, but not limited to, COPD and heart disease and neurological diseases like Motor Neurone Disease and Parkinson's Disease.

Our team of professionals are available to help with the shock of diagnosis and the emotional effects of treatment, complemented by a wide variety of practical support – not only for the person directly affected but family and friends too.

The Charity's services are free of charge at point of need, and we offer a package of support tailored to suit the individual, including one-to-one counselling, clinical hypnotherapy, Mindfulness, complementary therapies, support groups, diet, exercise or simply a coffee and a chat.

We also:

- Help children come to terms with the illness or loss of a parent or family member
- Help carers cope with the difficulties and uncertainty that the illness of a loved one can bring
- Support clients who are ready to move on, exploring on-going support options
- Provide guidance and support to those ready to return to work
- Provide one-to-one support, facilitated groups and peer support groups to help the bereaved

Our Behaviours

Communicating with Impact

- Communicates clearly and checks others have understood
- Listens to others' views, seeks clarification where needed

Delivering Outcomes

- Plans own work and prioritises to meet goals
- Communicates and collaborates with others
- Reliable and practical using own initiative
- Meets deadlines within agreed deadlines and standards

Honesty and Integrity

- Speaks positively about Beechwood and the Charity's work – both verbally, written and on social media platforms
- Treats all others fairly, consistently and with respect
- Promotes and embraces equality and diversity

Resilience

- Responds positively to change and encourages others to do so
- Flexible and adaptable to changing needs and responsibilities within Beechwood

Empowerment, Engagement and Participation

- Supports the Charity and colleagues to achieve its objectives
- Accepts responsibility and accountability for own role and team

Purpose of Job

As Beechwood's Fundraising & Marketing Manager, you will manage and develop all aspects of the fundraising function of the Charity and be responsible for the promotion of the Charity across different marketing mediums. Broadly, the role will encompass the following:

- Lead on the development and implementation of the Charity's post-pandemic fundraising and marketing strategy
- Identify a range of income generation initiatives, using experience and knowledge of the global pandemic and the impact and restrictions to charities
- Demonstrate confidence, skill, and initiative to drive a range of campaigns and appeals
- Broaden the Charity's reach on a community and corporate level, whilst remaining true to the Charity's values and ethos
- Oversee the promotion of the Charity across all social media platforms

Key Duties and Responsibilities

General

- Develop a fundraising strategy to achieve growth and awareness post-pandemic
- Increase fundraising in line with agreed, realistic targets
- Responsible for creating and nurturing external relationships with corporates, community groups and individuals
- Develop a boarder donor reach and diverse fundraising portfolio
- Line management of the Marketing and Communications Officer
- Support the implementation of a new donor recognition platform, with ongoing system management
- Work closely with the CEO and Finance Manager to ensure the Charity's fundraising focus remains aligned to its ethos
- Working with other departments to ensure a clear and coherent brand and message
- Oversee the promotion of the Charity across all social media platforms
- Develop awareness of the Charity and its services across different stakeholder groups, including potential service users, medical professionals and potential fundraisers and funders

Financial and Fundraising Regulation Responsibilities

- Maintain appropriate records to ensure that fundraising income is processed efficiently and appropriately, in line with fundraising regulations
- Ensure all donations are recorded and that donors receive letters of thanks
- Production of donor reports and gift aid claims
- Analyse fundraising activities and events from beginning to end, ensuring efficiency and innovation is considered at each stage to maximise income and ROI
- Identify and report fundraising risks and opportunities to the CEO

Communication and Social media

- Ensure the Charity's social media approach is aligned to and reflects the Charity's purpose
- Pre-approve all social media posts, marketing/fundraising workplans and priorities - taking responsibility for ensuring the Charity's good reputation
- Nurture and develop business relationships and community engagement via social media platforms
- Continually seek new contacts and partnerships, with individuals, corporates and local communities to promote the work of the Charity and share good news stories
- Maximise and develop opportunities and potential for public funding to support existing services and new projects
- Ensure brand coherence and brand 'voice' to achieve engagement and brand recognition

Management

- Be an effective member of/contributor to the Charity's management team.
- Line management and mentoring the Marketing & Communications Officer
- Line management and recruitment of Fundraising Volunteers

Events

- Responsible for the planning, coordination, and management of fundraising events
- Source venues for larger fundraising events and ensure positive relationships with suppliers
- Ability to source sponsorship to support the Charity's events

Other Duties and Responsibilities

- Actively support and promote a culture of equal opportunities, transparency, and accountability in every action
- Ensure that all actions and decisions have the benefit of the service user at their heart
- Ensure that decisions are guided by the future success plans of the Charity and lessons learned from the past
- Participate actively and positively in management supervision and appraisal activities
- Recognise the impact of fundraising on charities, particularly following a period of global disruption
- An interest or awareness of changing donor/supporter habits and barriers to giving, with the confidence to nurture support

This is not an exhaustive list of the duties that may need to be undertaken. It may be necessary to undertake other duties to fulfil the objectives of the Charity.

Person Specification

	Essential	Desirable
Experience		
Experience of client/account management and relationship management	✓	
Excellent interpersonal skills and experience in forming new relationships across a range of sectors, communities and with individuals	✓	
Experience of managing and/or coordinating large and small fundraising events from planning stages through to evaluation		✓
Knowledge of information and data protocols	✓	

Understanding and experience of social media platforms	✓	
Knowledge of the Charity Sector		✓
Experience of engaging a wide audience	✓	
Knowledge of donor/supporter databases		✓
Management		
Ability to manage a budget effectively	✓	
Experience of recruiting and nurturing fundraising volunteers		✓
Able to manage and build a team - both paid and voluntary	✓	
Skills and Aptitude		
Outstanding communication and interpersonal skills	✓	
Ability to develop a strong internal and external communications	✓	
Flexible and responsive to opportunities as they arise, with an ability to plan and prioritise own workload	✓	
Be an inspiring and motivational leader, instilling trust and confidence in all relationships formed	✓	
Excellent MS Office skills; including Word, Excel, PowerPoint and other graphics/presentation packages	✓	
Analytical and problem-solving skills		✓
Exceptional organisational skills	✓	
General		
A commitment to adhering to all charity and fundraising regulations and guidelines	✓	
Ability to lead by example and work for the greater purpose of the Charity	✓	

Equal Opportunities Statement

We acknowledge the unique contribution that all Beechwood employees and clients can bring to our organisation in terms of their culture, race, gender, sexual orientation, gender reassignment, marital status, nationality, age, religion or belief, disability, or history of mental health.

Safeguarding

Beechwood is committed to safeguarding and protecting the welfare of adults and children at risk; as such, all staff and volunteers must share this commitment and undertake safeguarding training relative to the role on commencement of post.

Disclosure & Barring

A satisfactory check will need to be received prior to commencement of employment and for some roles, an enhanced check.

Mental Capacity Act (MCA) and Deprivation of Liberty Safeguards (DoLS)

Given the nature of this role, the post-holder will need to have an awareness of MCA and DoLS (*training will be provided*).

General

All employees are expected to be competent with the use of technology and information systems and understand their duties and responsibilities regarding the appropriate use of personal data including sensitive personal data (relative to role).

All appointments and promotions are based on merit and no job applicant or employee will be treated unfairly or discriminated against.

This role description is a guide and is not exhaustive. As such, it will be reviewed periodically to ensure it continues to meet the needs of the organisation.