

JOB DESCRIPTION

JOB TITLE:	Fundraising & Marketing Manager
REPORT TO:	Chief Executive Officer
TYPE OF CONTRACT:	35 hours per week (Full Time)
SALARY:	Negotiable

PURPOSE OF THE JOB

The Fundraising & Marketing Manager is responsible for creating, developing and executing successful fundraising, communication and marketing strategies that will enhance and improve the reputation and public image of Autism Jersey whilst delivering a significant and planned charitable income. This will be achieved by utilising all forms of media and communication and by creating and maintaining key relationships across all sectors.

The post holder will be required to work outside of normal office hours as necessary, including evenings and weekends and will be expected to demonstrate a flexible, hands on approach to all activities and events, taking the leadership role as and when required.

GENERAL DUTIES

- Plan and execute successful fundraising and events for April (autism awareness month).
- Work with media partners to deliver sophisticated marketing, communications and PR that is up-to-date and accessible to all.
- Create a sustainable and diverse fundraising portfolio, with funding streams to include individuals, major gifts, legacies, corporates, community, events, trusts/foundations and other grant-makers, with appropriate priorities that will generate an agreed annual contribution.
- Manage relationships with corporate partners, major donors and other supporters to maximise the value of these partnerships.
- Facilitate and promote the efforts of external fundraisers, e.g. schools and workplaces.
- Line-manage the Boutique Management Team.

- Plan and co-ordinate the organisation of a bi-annual trek.
- Generate positive media coverage for Autism Jersey. Respond effectively to journalists' enquiries either directly where appropriate or by preparing relevant statements for spokes people.
- Publication and distribution of a regular information / newsletter.
- Manage Autism Jersey website and its day-to-day running to ensure content is current, accurate and relevant.
- Manage and develop social media.
- Prepare activity reports. Contribute to organise and attend the Annual General Meeting.
- Contribute to compile the Annual Report in a timely manner.
- Develop, maintain and regularly review the Autism Jersey membership list to facilitate effective communication.
- Manage the Customer Relationship Management system, and ensure that all data held on it is GDPR-compliant.
- Manage the recruitment and training of volunteers utilised across Autism Jersey.
- Any other reasonable task or duty that the Chief Executive Officer feels is appropriate to the role.

SKILLS AND COMPETENCIES

- Highly motivated and able to work independently to agreed goals and targets and take ownership of the overall fundraising programme.
- Have a strategic approach to developing and maintaining relationships.
- Proven track record of target (over) achievement.
- Excellent project management skills.
- Excellent planning, time management and organisational abilities.
- Excellent communication and interpersonal skills.
- Ability to work effectively as part of a small close-knit team.
- Be passionate, energetic and committed to creating and developing income streams.

- Have excellent budgeting and income forecasting skills to provide financial reports on fundraising progress.
- Possess excellent communication and presentation skills.
- Be a natural communicator and networker.
- Possess strong computer & IT skills.
- To have a good understanding of the need for confidentiality.
- To have a non-judgemental and understanding attitude and a calm approach to all situations.
- Adaptable and flexible to changing circumstances and needs of the role, including flexibility in working hours.

KNOWLEDGE AND EXPERIENCE

- Have or be willing to attend training to understand Autism and how it affects the world around us.
- Experience of securing funding for charitable activities from a variety of funding streams.
- Experience in dealing with all potential grant-giving organisations, and experience in drafting of requests and proposals.
- Experience of volunteer management.
- Experience of event management.
- Experience of online and multimedia fundraising.
- Able to work under pressure, meeting key project and reporting deadlines.
- To have a good understanding of the need for confidentiality.

This job description is subject to review on an annual basis or as required