



Base 51 Job Description

Title of Post: **Base 51 Marketing and Fundraising Manager**

Responsible to: **Base 51 Chief Executive Officer**

Hours: 37 hours per week

The specific days/hours for this role are to be confirmed and as such applicants must demonstrate a willingness to work flexibly to meet the needs of the organisation.

Salary: £25,000-£30,000 per annum

Job Purpose: The Marketing and Fundraising Manager will be responsible for increasing awareness of the work carried out by Base 51 in supporting young people to a variety of stakeholders, with the aim of generating funds in line with targets to further support the organisation's strategic objectives.

The successful applicant will be directly responsible for:

- Increasing awareness of Base 51 within the business and community sector
- Increase income through fundraising campaigns
- Have day to day oversight and responsibility of all online fundraising platforms
- Have day to day oversight and responsibility of marketing and communication tools required to promote the organisation
- Engage with local and national press

To work with the Chief/Deputy Executive on:

- Funding
- Brand integrity
- Stewardship of funder relationships

Main Responsibilities:

1. To build and maintain effective relationships with partner organisations, local businesses and community groups
2. To be responsible for raising funds through fundraising campaigns, to include digital campaigns to support Base 51 projects and core costs
3. To deliver monthly fundraising and partnership reports to the Chief Executive and Marketing Sub-Committee
4. To use effective marketing strategies and tools to ensure beneficiaries are informed of activities and opportunities within Base 51
5. To work with the project team to develop and deliver a viable and exciting calendar of events and activities which appeals to a range of audiences
6. To ensure that the website and other social media platforms for Base 51 remain current and are updated and developed appropriately
7. Deliver presentations on Base 51's projects when required
8. To build a portfolio of success stories as to how Base 51 has helped and supported young people.
9. Drafting of e-mails, newsletters, press releases and other marketing/promotional materials
10. To be responsible for income generated through:
 - a. Campaigns using media platforms
 - b. Direct relationships with businesses

General Responsibilities:

1. Core Tasks

- a. To attend and participate in regular team meetings/centre meetings/Board meetings as appropriate
- b. To develop and maintain working partnerships with partner agencies, supporters and donors
- c. To represent Base 51 externally
- d. To be a key holder

2. Communication

- a. Be confident and able to communicate with staff, volunteers and Board Members ensuring clarity of information.
- b. Be able to communicate effectively with Partners, Funders and external agencies
- c. Ensure awareness of the Base 51 brand is developed in line with the organisation's Mission, Vision and Values
- d. Ability to communicate with young people

3. Sharing Information

- a. Ensure the maintenance, at all levels, of confidentiality in relation to agreed organisational policy

Organisational Responsibilities

- a. To support the Chief Executive and Board in ensuring that Base 51 has an effective marketing and fundraising strategy and the tools to deliver against annual targets.
- b. To work jointly with other staff to provide services which are accessible to all young people
- c. In all aspects of work, tasks will be carried out in a way that reflects the ethos of the organisation which is committed to diversity and equality of opportunity
- d. To organise, plan, prioritise and evaluate your work in negotiation with your Line Manager
- e. To attend team meetings, development days, centre meetings, young people's meetings and when required, Board meetings
- f. To attend regular supervisory sessions, to be contractually arranged
- g. To promote Base 51 to visitors to the centre, external agencies, funders and partners.
- h. To provide training/information sessions to external agencies as required.
- i. To attend meetings as a representative of Base 51 as required
- j. To comply with all Base 51 policies and procedures

Marketing and Fundraising Manager

Person Specification

| | Criteria | A/I/P* |
|------------------------------------|---|--------|
| Knowledge and Understanding | Knowledge of project planning and marketing principles | P |
| | Knowledge of website maintenance and social media platforms | A/I |
| | Knowledge of the Charity Sector and understanding of the differences to operating in a commercial setting | I |
| | Local industry/sector contacts | A |
| | An understanding of the challenges and benefits of partnership working | I |
| | Knowledge and ability to maintain records, monitor work and produce regular reports. | A/I |
| | Knowledge of Microsoft Office, Adobe creative suite and WIX platforms and applications. | A/I |
| | Knowledge of Data Protection regulations. | A/I |
| | Awareness and understanding of, and Commitment to, equal opportunities practice. | A/I |
| | A current understanding of the issues affecting young people in Nottingham | I |
| | To be sensitive to needs of young people and staff, and to challenge inappropriate behaviour. | A/I |
| Skills | Professional business presence and acumen | P |
| | Ability to work creatively and to solve problems within timescales as required. | I |
| | A natural aptitude for a customer driven service environment | I |
| | Ability to build and maintain positive working relationships with third parties | I |
| | Self-starter, high level of initiative, proven proactive thinker | P |
| | Excellent and enthusiastic manner both face to face and over the telephone | P |
| | Demonstrable team working and influencing skills | I |

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|--|--|-------|
| | Ability to seize marketing opportunities and be innovative | A/I |
| | Committed to personal development and workforce development in line with the operational needs of the organisation | A |
| | Clear and confident communication skills both oral and written with the ability to communicate effectively at all levels (Articulate) | P/A/I |
| | An effective and diplomatic negotiator | P/A/I |
| | Ability and desire to work within and contribute to a multi-disciplinary team. | A/I |
| | Skilled in managing one's own time effectively working to own initiative. | A/I |
| | Effectively manage a diverse workload by demonstrating good organisational skills and the ability to cope with pressure and deadlines. | P |
| | High level of IT literacy, skilled in the use of using information technology to support work, including Microsoft Office – Word, Excel, PowerPoint and Outlook. Adobe creative suite and WIX platforms and other creative applications. | P/A |
| | Skilled in monitoring and reporting on progress of work and/or projects against agreed outcomes and measures. | A/I |
| | A commitment to attending and participating in regular supervision sessions with their line manager. | I |
| | A willingness to work evenings and weekends where required. | A/I |
| | A willingness to undertake training appropriate to the post. | I |

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|-------------------|---|-------|
| Experience | Experience of developing, marketing and delivering events | A/I |
| | Evidence of successful campaign management, planning, development and coordination | P/A/I |
| | Experience of working in a successful team | A/I |
| | Experience of working with people from a range of social, cultural and ethnic backgrounds | A |
| | Budgetary experience and financial acumen | P/A |
| | Experience of working in a changing environment with flexibility and openness to change. | A/I |
| | Experience of communicating at all levels while maintaining confidentiality. | A/I |
| | Educated to degree level in marketing, business administration or other related field | A |

***Key: A = Application I = Interview P = Presentation**