



Director of Fundraising and Marketing

Salary: £50,000 - £55,000 per annum plus pension

Location: Fleet, Hampshire

Hours of work: Full Time. Monday to Friday - 9am to 5pm. Some out of hours working required.

Reporting to:

CEO

Role purpose:

The Director of Fundraising and Marketing is a key member of the charity's leadership team with responsibility for developing and delivering our fundraising strategy and activities.

The post holder will also lead the marketing for the charity, particularly focusing on brand, media and digital and our fundraising communications.

Key responsibilities:

Leadership

- Develop and deliver our fundraising and marketing strategy and tactical plans
- Provide strategic leadership and inspiring management to the fundraising and marketing team, ensuring all team members are supported and motivated in their work
- Play an active role in the organisational strategic planning process and be responsible for marketing and fundraising plans and budgets, in conjunction with the other members of the leadership team.
- When required, attend and participate in trustee meetings, providing updates and feedback on fundraising and marketing activity.

Fundraising

- Lead on our community fundraising working with our 40 regional volunteer groups to drive events, membership and partnership income across local communities in the UK and Ireland.
- Drive, take responsibility for and provide guidance on our individual giving, national events, corporate fundraising and national campaigns.
- Ensure an excellent supporter care programme. Keeping up to date on key trends, best practice and fundraising law.

Marketing

- Deliver the marketing and communications strategy to build brand awareness, promote our core work, run campaigns, fundraising initiatives and demonstrate the charity's impact.
- Lead on media relations and PR strategy and delivery.
- Lead on all digital communications, internal communications and corporate collateral.
- Oversee project management, planning, budgeting, execution and evaluation of marketing events, campaigns and activities.
- Management of key partners, allocated ambassadors and contractors.

Person specification

- Experience of leading a small team, planning and implementing operational plans.
- Excellent track record in setting and meeting ambitious income targets.
- Relevant professional qualification and evidence of supporting the professional development of others.
- Extensive experience at a senior level in fundraising, particularly in community fundraising, individual giving and events and corporate marketing
- Experience of leading marketing and communications activity.
- Experience of driving a digital strategy and embedding digital practice within an organisation.

To apply, send your cover letter, CV and current salary to Juliette Gillard – jgillard@woodenspoon.org.uk – by Friday 28 February.

First interviews week commencing 9 March.

Second interviews week commencing 16 March.