

ROLE PROFILE

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| Job Title: | Head of Marketing and Fundraising |
| Based: | The Stables, 1A Merchants Place, Reading RG1 1DT |
| Hours: | Full Time (37 hours) or significant Part Time worked over 3-4 days |
| Contract: | Permanent |
| Reporting to: | CEO |
| Remuneration: | £45-50,000 FTE, plus benefits |
| Direct Reports: | 3 |

Job Purpose:

To drive the delivery of Launchpad's marketing and fundraising strategy and growth to secure the resources required; delivering our current and future strategic objectives and raising Launchpad's profile amongst key external audiences. The postholder will share in the management and leadership of Launchpad as part of the Senior Management Team (SMT) and will ensure that operational activities are congruent with organisational strategy and that the Marketing and Fundraising team runs smoothly on an ongoing basis.

Key Responsibilities

- Manage and motivate a small and enthusiastic Marketing and Fundraising team, ensuring that they have clear objectives and are supported in order to be successful in their individual roles
- Develop and implement new fundraising and marketing strategies
- Increase income generation by identifying and developing new revenue streams whilst maximising existing opportunities, including community, corporate, events and major donors
- Oversee implementation of consistent branding, fundraising and marketing materials across the organisation
- Work with the Corporate Partnerships and Relationships Manager and Marketing Manager to establish a portfolio of large, long term, corporate partnerships that provide sustainable income

Leadership and Strategy

- Ensure reporting, monitoring and evaluation processes are robust and provide the necessary information to the Senior Management Team and to the Board of Trustees
- Establish collaborative ways of working that enable the MFR team to play a significant role in enhancing Launchpad's impact in the local community
- Oversee the development and implementation of ad hoc projects relevant to Marketing and Fundraising campaigns
- Oversee networking, development and fostering of effective relationships with key external contacts such as persons of influence, corporate decision makers, media contacts and suppliers
- Develop and maintain effective relationships with relevant external agencies and other organisations to promote Launchpad

Operations and Projects

- Oversee the growth of fundraising income to support the organisation's strategy in a sustainable manner
- Participate in day to day fundraising and marketing activities alongside the team
- With the team, conduct regular reviews of fundraising and marketing activities through audits and analyses
- Prepare, review and manage operational budgets for Marketing and Fundraising in conjunction with the Finance Manager
- With the Finance Manager maintain an overview of funding across the organisation and analyse income sources to inform fundraising strategy and assess progress against targets
- Keep abreast of developments, changes in trends and patterns, new techniques and legislation
- Ensure that marketing and fundraising activities and contact with supporters adhere to the principles of best practice and good supporter care

Systems and Processes

- Ensure systems and processes for managing data comply with Launchpad's data protection obligations, charity law and other legal requirements and ensure that any breaches are reported to the CEO immediately
- Ensure effective measures are in place and reviewed regularly to respond promptly to enquiries and requests received from supporters and internally
- Develop, review and implement Marketing and Fundraising policies and procedures to ensure they comply with the current legislation and internal requirements

- Promote equality of opportunity and ensure fair treatment in line with Launchpad's Equality and Diversity Policy in all aspects of Launchpad's work
- Ensure fundraising and marketing aspects of the CRM system (ThankQ) and website are managed and developed
- Ensure that complaints are managed promptly and efficiently, conducting investigations as/when necessary
- Ensure the operating systems the function needs to deliver services and objectives are fit for purpose

People Management

- Participate in regular one-to-one meetings and an Annual Review meeting as part of Launchpad's Personal Development Programme
- Participate in appropriate team and staff meetings
- Oversee the professional development of team members and the function as a whole
- As a member of the Senior Management Team ensure excellent two-way communications between the Senior Management Team and Fundraising and Marketing Team
- Work closely with the CEO and Senior Management Team members to provide leadership to, and strategic planning for the organisation as a whole

General

- Attend evening Board of Trustees meetings and sub-committee meetings as required
- Represent Launchpad at external meetings, forums and conferences as agreed by the CEO
- Provide written and verbal reports as required as part of the running of the Charity
- Occasional weekend and evening work as part of promoting the charity's aims and objectives
- Participate in Launchpad events as appropriate
- Work flexible hours according to the needs of the organisation
- Operate within the framework of policies and procedures within Launchpad
- Observe and work within Launchpad's Values of Respect, Empower, Integrity and Influence
- Carry out all other reasonable requests as may be made by the CEO from time to time to ensure the smooth running of the organisation

PERSON PROFILE

Education, Qualifications and Training

- Degree level or equivalent, ideally with relevant professional qualification

Experience and Knowledge

- Demonstrable knowledge and experience in the use of established fundraising techniques, processes, strategies and theories across all fundraising disciplines
- Up to date knowledge of marketing and communication media to help raise awareness and increase the success of fundraising campaigns
- Experience of corporate and community fundraising, events management and major donors
- Understanding of data management systems and the use of CRM to develop and enhance relationships with supporters
- Proven success at a senior level across a range of fundraising activities, ideally achieved through strong team working
- Comprehensive knowledge of the Reading area, local businesses and key players in the town

Skills and Behaviours

- Ability to plan, implement and monitor strategies
- Excellent budgeting skills and data analysis
- Strong negotiation and influencing skills with the ability to act in a diplomatic, credible and effective manner whilst representing the charity
- Ability to conceptualise, innovate, plan and implement ideas
- Excellent written communication skills with an ability to write clearly, concisely, accurately and persuasively
- Excellent organisational skills to manage competing priorities and own workload
- Ability to meet and talk face to face with a range of people, eg business community, Trustees, benefactors, Trust staff and clients with ease and confidence
- Positive attitude and good sense of humour
- Excellent time management