



## JOB DESCRIPTION

### Digital Fundraising, Marketing and Communications Lead

<b>Job title:</b>	Digital Fundraising, Marketing and Communications Lead
<b>Reporting to:</b>	Director
<b>Hours:</b>	Full time
<b>Salary:</b>	£30,000
<b>Contract:</b>	Permanent
<b>Location:</b>	Wormingford, Colchester, Essex (CO6)

#### DIMENSIONS

Re-Cycle has been fundraising professionally since 2012 and our income has grown significantly over this time. We now have a strong portfolio of trust and corporate supporters, but we need to grow our committed giving, major donor and community and events income.

This is an exciting time to join the charity as we have a new organisation strategy and a fantastic team of staff.

#### MAIN PURPOSE

- Manage and develop Re-Cycle's fundraising strategy, incorporating committed giving, major donors, community support and sponsored events
- Grow and sustain income, through a broad variety of fundraising activities, in particular corporate income and individual giving
- Lead on donor communication and thanking processes

**The role will require an ambitious individual with broad experience of marketing and fundraising and a full understanding of digital communications and supporter led journeys.**

#### PRINCIPAL RESPONSIBILITIES

##### **Lead on the implementation and further development of our fundraising strategy with a focus on digital engagement**

- Create a robust digital fundraising strategy and campaign with appropriate comms to increase income reach
- Develop strategies for growing income and delivering excellent supporter experience through email (newsletter), social and other digital marketing channels

##### **Lead on fundraising campaigns from creation to completion ensuring best value for money and a high return on investment**

- Deliver Re-Cycle's advertising and digital campaigns through email marketing and banner advertising
- Develop and maintain Google Ads to expand the reach of awareness of Re-Cycle
- Improve the integration of online and offline channels



### **Ensure excellent communications and good supporter led donor journeys to maximise income opportunities**

- Create, manage and monitor engaging content for Re-Cycle's website and all social media channels, tailoring content to the appropriate demographic for each medium such as Facebook, Twitter, Instagram, LinkedIn and TikTok.
- Similarly create and manage other marketing and communication materials accordingly
- Represent Re-Cycle externally to donors, potential donors and key contacts at meetings and events
- Write press releases and be the main contact point for press engagement
- Recruit and manage community groups, corporate enterprises and volunteers to fundraise on Re-Cycle's behalf
- Ensure all donors are thanked and added to the database (assisted by office admin)

### **Work across-team to ensure coordinated and cooperative fundraising approaches**

- Work with colleagues and partners to ensure an appropriate reporting and stewardship programme, ensuring prompt and accurate reporting
- Make best use of the database (Donorflex) to support fundraising activity and monitor income
- Liaise with the Director to ensure accurate monitoring and financial management
- Provide effective and timely reporting on performance against agreed budgets and targets

### **GENERAL RESPONSIBILITIES**

- Ensure the charity is following the fundraising code of conduct and is practising fundraising ethically
- Support the development of overall strategic and annual Plans for Re-Cycle
- Develop and maintain annual approach calendars, filing and database systems
- Adhere to Re-Cycle's Equal opportunity policy in all activities and actively promote equality of opportunity wherever possible
- Be responsible for your own health and safety and that of your colleagues in accordance with Health and Safety legislation and Re-Cycle policies and procedures
- Undertake such other tasks as may be required by and agreed with your line manager

### **TRAVEL & UNSOCIAL HOURS**

- The post will require some travel within the UK and occasional evening or weekend work, e.g. at trustees meetings or fundraising events. Time off in lieu will be given for this, in agreement with your line-manager.
- The post may also require some overseas travel, to visit partner organisations. All time spent overseas will be considered to be part of a normal working week, for which there is no time off in lieu.

The responsibilities of this post and reporting structure will be periodically reviewed.



Requirements	Essential	Desirable
Educational/Professional Qualifications	<ul style="list-style-type: none"> <li>This post requires experience rather than professional qualifications</li> </ul>	<ul style="list-style-type: none"> <li>Degree level education in digital fundraising, marketing and/or communications</li> <li>IOF qualification</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Strategic fundraising development experience, including planning and management of digital marketing activity.</li> <li>Experience of using digital tools to promote integrated fundraising campaigns</li> <li>Proven track record of digital fundraising income generation, social media management plus demonstrable use of google analytics and SEO</li> <li>Experience of researching funding prospects (with knowledge of source materials)</li> <li>Successful track record of achieving fundraising targets</li> <li>Evidenced experience of producing high quality written content, presenting compelling cases for support and impact information</li> <li>Ability to write clear jargon-free copy reflecting the Re-Cycle brand and values.</li> <li>High accuracy level of proofreading and editing</li> <li>Evidence of maintaining and developing successful donor relationships, through timely and appropriate communications and engagement.</li> <li>Experience of developing and implementing supporter led donor journeys using a database</li> </ul>	<ul style="list-style-type: none"> <li>Experience of International development and/or fundraising for overseas projects</li> <li>Experience of community and/or events fundraising</li> </ul>



	<ul style="list-style-type: none"><li>• Experience of prospecting and securing income from major donors and corporate donors</li></ul>	
Skills/Abilities	<ul style="list-style-type: none"><li>• Passionate about all things digital with excellent attention to detail</li><li>• Exceptional verbal and written communication skills</li><li>• Outstanding interpersonal and influencing skills</li><li>• Able to develop relationships internally and externally</li><li>• Able to absorb complex information and present it in a clear, logical and appropriate manner</li><li>• Excellent IT skills, including the ability to use databases to manage donor relations</li><li>• Able to work independently, under pressure, whilst managing deadlines and prioritising work in a fast-paced environment.</li><li>• Good at working as part of a cross-functional team - the role requires collaboration with both managers and peers</li><li>• Self-motivated and results driven</li><li>• Able to work on own initiative with a flexible response to urgent requests</li></ul>	<ul style="list-style-type: none"><li>• Experience of Facebook Business Manager, Google analytics, Mailchimp and Wordpress</li><li>• Experience in film and podcasts</li></ul>