

Job Description

Job Title: Publicity and Fundraising Manager

Responsible to: Chief Executive, Citizens Advice Epsom and Ewell (CAEE)

Purpose of the job:

- Working within the Aims and Principles of the Citizens Advice service, to increase our fundraising and donations income and raise awareness of Citizens Advice Epsom & Ewell and its work locally

Summary of the Duties and Responsibilities:

Help us to lay down the foundations of an exciting new marketing and income generation programme which builds support for our charity in the local community and develops new and more diverse streams of funding.

As the building block for this new programme you will undertake research in order to create a database comprising key organisations, businesses, church and faith groups and others, and working with the Chief Executive and trustees, develop this into a broad and diverse new supporter and donor network.

Once we've got to this stage you will work with us in reaching out to this new supporter network with an imaginative events programme which offers something for everyone, builds our brand as a worthy local charity and secures much needed income to support local people in need of our help and advice.

Your contribution will significantly widen our network of local, supporters, sponsors and funders, and help us to drive far greater income from our community fundraising programme. Join us and be a key player in securing the financial future of our charity and its place in the local community.

Your part will be the key to our success. Reporting directly to the Chief Executive, you will provide leadership in all of these areas of work assisted and supported by a small group of volunteers.

Responsibilities/Activities

Income Generation

- Increase our sustainable income from fundraising events
- Propose, plan and deliver an imaginative annual events programme with wide appeal
- Increase our sustainable income from fundraising events
- Recruit and manage volunteers to help with fundraising, as required
- Motivate and facilitate existing supporters and inspire new supporters to raise money for our charity
- Support the CEO in identifying and pursuing grants/ funding for our cause
- Be first point of contact for all fundraising enquiries

Publicity and Communications

- Build a marketing database comprising local businesses, key organisations, church and faith groups and others as the foundation of a new supporter and donor network
- Develop a communications strategy to engage our supporter network and raise awareness of Citizens Advice Epsom & Ewell and its work locally
- Prepare suitable materials for communications and fundraising
- Assist with internal communication tools utilised including “Shorts” and sending out monthly newsletter
- Maintain and develop the fundraising pages of the website and social media

Person Specification

The skills needed and the knowledge acquired in developing the database will be equally important in implementing the fundraising strategy and managing the various fundraising events going forward.

Although there will be opportunities for training and development, we will expect the successful applicant to demonstrate the following skills and abilities:

1. Experience in fundraising and/or sales, ideally within the local sector
2. Experience of organising and managing events and other fund-raising initiatives
3. Research and marketing skills
4. Confident ICT skills, especially those that support PR & Fundraising including social media
5. Ability to work on your own initiative, planning and prioritising in a busy team environment, including working with volunteers
6. Excellent relationship-building skills: with supporters and internal and external stakeholders
7. Confident communication skills with the ability to adapt your style to different people or situations
8. A proactive attitude, drive and enthusiasm to carry out projects to conclusion
9. Empathy with our message and able to communicate this externally in a confident and positive way
10. An understanding or awareness of legislation surrounding fundraising-related information, such as the Data Protection Act

The nature of the role will involve occasional evening or weekend working when there is an event happening, plus light carrying, set up and take down of the event equipment needed. As such, a car and driving licence is advantageous but not strictly necessary.