

JOB DESCRIPTION

POSITION:	Marketing and Fundraising Officer
REPORTS TO:	Marketing and Fundraising Manager
HOURS OF WORK:	Full time – 35 hours per week
SALARY :	£30,000

Purpose of role:

The Fundraising and Marketing Officer will be responsible for implementing a fundraising plan aimed at achieving growth and diversifying income streams, the day-to-day running of our social media channels, and writing compelling copy for digital and off-line channels.

Fundraising

- Support the Marketing and Fundraising Manager in achieving an annual target of 150k through warm and cold income streams
- Identify, research, and secure funding opportunities aligned with the charity's strategic plan
- Write tailored funding applications to trusts and foundations
- Account manage a portfolio of trust and foundation donors, ensuring high levels of stewardship to maximise opportunities for long-term support
- Conduct research, identify and attract potential corporate supporters
- Support the Marketing and Fundraising Manager in planning and implementing public campaigns, including Christmas appeals and thematic public fundraising appeals
- Plan and implement a calendar of fundraising events, including major participation events and community fundraising events.
- Maintain the fundraising donor database (Raisers Edge)
- Foster ongoing relationships with stakeholders to secure long-term committed support.

Marketing

- Generate day-to-day content for social media platforms
- Interview patients in clinic and gather compelling case studies for marketing and fundraising purposes
- Produce web content is accurate and updated when necessary

- Support the production of promotional materials (including leaflets, posters, the Annual Report etc.), ensuring consistent visual identity and messaging
 - Support the development of a library of images and marketing assets for use on web, social and in print
 - Evaluate and report on the effectiveness of marketing activity using Google Analytics and analytics on social media
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- Support the Marketing and Fundraising Manager in delivering the marketing and fundraising plans.
 - Undertake any other reasonable tasks required by the Marketing and Communications Manager or the Managing Director.

Who You Are:

- Experienced: You have experience in either Fundraising or Marketing, and have an interest in building your skillset in the other area.
- Excellent Relationship Builder: You excel in building effective, long-lasting relationships and possess exceptional relationship management skills to engage and inspire high-value supporters.
- Skilled Communicator: You possess excellent written and oral communication skills.
- Organised & Detail-Oriented: You ensure high-quality work through your organisational skills and attention to detail.
- Self-Motivated & Proactive: You are highly organised and proactive.
- Team Player & Independent Worker: You thrive both independently and as part of a team.
- Empathetic & Aligned: You resonate with our mission and values and are passionate about making a difference.

To apply, please send your CV and covering letter to humanresources@occ.uk.com by Friday 23rd August 2024.