**Job Description**

**Fundraising Marketing and Communications Manager**

1. **Job Purpose**

This role oversees the marketing and communications function within the Income Generation Department, encompassing both Fundraising and Retail. It plays a key role in shaping and delivering impactful campaigns that enhance engagement, boost brand visibility, and drive income across Saint Michael’s Hospice, Herriot Hospice Homecare, and Just 'B'. The postholder will bring strategic vision and creative flair to ensure marketing efforts effectively maximise reach, return on investment, and supporter engagement throughout North Yorkshire.

1. **Key Tasks**

**Operational**

* Deliver creative, data-driven, and audience-focused marketing campaigns to support income generation objectives.
* Manage day-to-day marketing activity including print, digital, social media, brand, PR, and internal communications.
* Create engaging content for digital platforms to drive sustainable giving and strengthen online relationships.
* Oversee the development and maintenance of case study and multi-media asset libraries.
* Provide line management, guidance, and motivation to volunteers supporting marketing activity.
* Act as a brand guardian to ensure consistent messaging across all external and internal communications.
* Provide marketing support for the development of fundraising materials, retail materials and event promotion.
* Foster strong communication and collaboration with colleagues across the business.

**Strategic**

* Develop and implement strategic marketing plans to support the growth of income generation.
* Collaborate with the Head of Fundraising, Head of Retail, and relevant managers to ensure marketing activities are aligned with income generation strategies.
* Identify and capitalise on emerging marketing trends and opportunities in the charity sector.
* Build and maintain relationships with key stakeholders and partners.

**Financial**

* Prepare accurate marketing budgets and forecasts.
* Monitor expenditure and ensure all activity is delivered cost-effectively.
* Negotiate with suppliers to achieve best value while maintaining high quality.

**Regulatory**

* Ensure compliance with marketing, fundraising, and data protection regulations.
* Stay informed about developments in legislation and best practice (e.g. Fundraising Regulator guidance)

**Management**

* Line manage the Marketing Officer.
* Provide regular progress reports to the Head of Fundraising.
* Participate in cross-functional project teams to enhance marketing effectiveness.
* Work collaboratively with the Marketing and Communications Manager to support shared goals and ensure alignment across all communications.
* Deputise for the Marketing and Communications Manager to ensure continuity and comprehensive coverage of organisational marketing and communications during absence.
* Jointly lead on crisis communications with the Marketing and Communications Manager, ensuring timely, clear, and coordinated messaging across channels.

**Logistics**

* Be flexible in working from home, from office locations across North Yorkshire, and attending external events as required.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

**Key results/objectives/measures of success**

**KR1:** Increase Brand Visibility and Audience Engagement

SM1: Achieve a minimum 15% year-on-year growth in digital engagement metrics (social media reach, website traffic, email open rates).

SM2: Deliver at least 3 multi-channel general fundraising campaigns annually, each with specific engagement KPIs (e.g. >10% CTR, >20% open rate).

SM3: Conduct biannual brand audits to ensure consistency and identify improvement areas, achieving at least 85% compliance with brand standards.

Increase traffic to income generation pages of the websites by 25%

SM4: Increase PR and presence, regional and local by a minimum of 12 PR offerings per year.

SM5: Increase marketable data by 15%

**KR2:** Drive Income-Generating Marketing Activity

SM1: Support Fundraising and Retail teams in achieving annual income targets through campaign-driven engagement.

SM2: Track and report ROI of all major campaigns, aiming for a minimum ROI of 4:1 across all marketing-supported fundraising events.

SM3: Develop, launch and evaluate at least two new donor acquisition initiatives annually with the Relationships Team, targeting a 10% increase in donor conversion rates.

**KR3:** Content and Campaign Excellence

SM1: Develop and publish 12+ high-impact stories (case studies, blogs, testimonials) annually for use across multiple channels.

SM2: Deliver a quarterly multi-channel content calendar aligned with fundraising, retail, and comms goals.

SM3: Maintain a multimedia asset library with a minimum of 90% usability and relevance for active campaigns.

**KR4:** Strengthen Supporter Stewardship and Internal Collaboration

SM1: Implement marketing automation strategies (e.g., email journeys, remarketing) to improve supporter retention by 5% year-on-year.

SM2: Facilitate quarterly cross-department workshops to align messaging and campaign planning.

**KR5:** Ensure Compliance, Insight, and Strategic Development

SM1: 100% compliance with GDPR, Fundraising Regulator, and advertising standards across all marketing outputs.

SM2: Provide quarterly marketing insight reports including performance metrics, trends, and strategic recommendations.

**SM3**: Identify and test at least 2 innovative marketing trends/tools per year that can improve reach, efficiency, or supporter experience.

**Overarching responsibilities**

* To embed the values of the organisation into your working practices evidencing this regularly and ensuring this remains a priority.
* To live out our values, which drive all that we do, in the context of your everyday work following our behaviour framework.
* To work in accordance, and fully comply, with our organisational policies and procedures.
* To carry out all duties in accordance with the law, regulations, organisational frameworks, recognised professional guidelines and the have a commitment to FREDIE, integration and collective decision making.

Throughout your time with us we will conduct ongoing employment checks and performance reviews relevant to your role, for example professional registration checks, DBS, appraisals and regular contact meetings.

1. **Terms and Conditions**

Reports to: Head of Fundraising

Responsible for: Marketing Officer, Marketing Volunteers

Location: Hybrid/mobile working from North Yorkshire Hospice Care sites

1. **Person Specification**

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| --- | --- | --- |
| **What is required?** | **Is it essential or desirable?**  *Essential = E*  *Desirable = D* | **How is it assessed?**  *Application = A*  *Interview = I*  *Task/Assessment = T* |
| **Education/Qualifications** | | |
| Marketing Qualification | **D** | **A** |
| GCSE in English | **E** | **A** |
| **Experience** | | |
| Experience in a marketing role | **E** | **A/I** |
| Experience in digital marketing, including social | **E** | **A/I** |
| Experience in delivering multiple projects to deadline | **E** | **A/I/T** |
| Experience producing online/offline communications | **E** | **A/I/T** |
| Experience managing budgets | **E** | **A/I** |
| Experience managing media partnerships | **D** | **A/I** |
| **Knowledge/Skills** | | |
| Excellent content creation and copywriting skills | **E** | **T/I** |
| Understanding of UK marketing and fundraising legislation | **E** | **A/I** |
| Ability to influence and collaborate across teams | **E** | **I** |
| Knowledge of social media strategy and analytics | **E** | **A/I** |
| Competent in Microsoft Office, Mailchimp, Photoshop, Adobe, Canva | **D** | **A/I** |
| **Personal Attributes** | | |
| Proactive, creative thinker with a ‘can-do ‘attitude | **E** | **I** |
| Strong interpersonal and communication skills | **E** | **I** |
| Commitment to confidentiality and integrity | **E** | **I** |
| Ability to work under pressure and prioritise tasks | **E** | **I** |
| Belief in organisational and mission | **E** | **I** |
| **Other** |  |  |
| Full clean driving licence | **E** | **A** |
| Flexible to work occasional evenings/weekends | **E** | **I** |