

Job Description

Fundraising Marketing and Communications Officer

1.0 Job Purpose

As a Fundraising Marketing and Communications Officer within our charity, you will play a key role in driving engagement and income generation across fundraising and retail activities. Your main responsibility is to plan, develop, and deliver marketing and communications campaigns that promote our fundraising initiatives, retail operations, and organisational messages.

Working alongside the Online and Social Media Officer, you will ensure a cohesive and multi-channel approach, creating compelling content for print, digital, email, and public-facing communications. You will collaborate with colleagues across the organisation to share stories, raise awareness, and build strong connections with supporters, donors and the wider community.

Your work will directly contribute to generating income for our three brands: Saint Michael's Hospice, Herriot Hospice, and Just 'B'.

2.0 Key Tasks

1. Develop and implement marketing and communication workplans to promote fundraising activities, retail operations, and organisational messaging, aligning with our goals and objectives.
2. Create engaging content and collateral to support fundraising campaigns, events, and retail promotions across various channels, including digital, print, and social media.
3. Support the Online and Social Media Officer in delivering a consistent message across online and offline channels, ensuring brand guidelines and tone of voice are applied.
4. Coordinate the design, production, and distribution of marketing and communications materials for events and campaigns, including posters, flyers, digital assets, press releases, and stakeholder updates.
5. Collaborate with the fundraising team to develop compelling appeals, donor communications, stewardship materials, and case studies.
6. Work closely with retail staff to promote shops, retail activity and events at charity shops through targeted marketing efforts.
7. Collaborate with the communications team to ensure consistency, co-ordination and clarity in communications and messaging across all channels.

8. Conduct market research and analysis to identify trends, opportunities, and target audiences for marketing, fundraising, retail, and communications campaigns.
9. Monitor and evaluate the effectiveness of marketing and communications activities, tracking key performance indicators and adjusting workplans as needed.
10. Represent the charity at community events, networking opportunities, and retail-related activities to raise awareness and drive engagement.
11. Develop and deliver internal and external communications plans to support key organisational messages and campaigns.
12. Manage and coordinate public relations efforts, including media relations, press releases, and proactive storytelling.
13. Ensure tone of voice and key messaging are consistently applied in line with brand guidelines.

Operational

- Develop and implement marketing and communications plans for fundraising events, campaigns and organisational messaging.
- Create engaging content for promotional materials, including social media posts, email newsletters, website updates, and internal communications.
- Coordinate with internal teams and external vendors to ensure timely delivery of marketing and communications materials.
- Monitor and analyse the performance of marketing and communications activities, providing insights and recommendations for improvement.
- Identify real-life stories that can be used for communications activities in a sensitive and ethical way that is in line with our values.

Strategic

- Contribute to the development of long-term marketing and communications strategies to support fundraising and retail objectives.
- Identify new opportunities for fundraising and retail growth through market research and analysis.
- Collaborate with the Fundraising, Marketing and Communications Manager and Heads of Income Generation to align marketing and communications efforts with organisational goals and priorities.

Financial

- Assist in budget planning and management for marketing and communications initiatives, ensuring efficient allocation of resources.

- Monitor marketing expenses and report on budget adherence to the Fundraising, Marketing and Communications Manager.

Regulatory

- Ensure compliance with relevant regulations and guidelines in all marketing and communications activities, particularly in relation to fundraising regulations.
- Ensure that all campaigns, content, and material meet brand guidelines, legal requirements, and ethical best practices, and provide support to encourage other teams to meet such guidelines.

Management

- Coordinate with volunteers and external agencies to support marketing campaigns and events.
- Provide guidance and support to colleagues involved in fundraising and retail activities.

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: Deliver Effective Campaign Planning and Delivery

- SM1:** Demonstrates strong planning and organisational skills, ensuring marketing and communications activity is delivered on time and to brief.
- SM2:** Develops well-structured campaign plans that effectively support fundraising and retail objectives.
- SM3:** Coordinates print and digital outputs efficiently, ensuring all materials are accurate, high-quality and on brand.
- SM4:** Shows initiative in identifying new opportunities or creative ideas to strengthen campaigns and drive engagement.
- SM5:** Reflects on campaign outcomes and contributes to team discussions about what worked well and what could be improved.

KR2: Produce Engaging and Impactful Content and Storytelling

- SM1:** Produces clear, engaging and well-crafted written and visual content tailored to different audiences and channels.
- SM2:** Shares stories that capture the impact of the charity's work in a way that is sensitive, ethical and inspiring.
- SM3:** Ensures a consistent tone of voice across all communications and materials produced.

SM4: Works collaboratively with colleagues to gather information, stories and imagery that bring campaigns to life.

SM5: Demonstrates attention to detail and pride in creating professional, accurate and high-quality materials.

KR3: Strengthen Fundraising and Retail Marketing Support

SM1: Provides effective marketing and communications support for fundraising and retail activities, ensuring they receive strong visibility across channels.

SM2: Works proactively with fundraising and retail colleagues to understand their needs and translate them into creative campaigns and materials.

SM3: Contributes ideas that help attract new supporters and donors, and encourage repeat engagement.

SM4: Helps drive awareness of retail activity, events and campaigns that contribute to income generation.

SM5: Demonstrates understanding of how marketing can influence donor journeys and supporter experience.

KR4: Foster Collaboration and Effective Communication

SM1: Works closely with the Online and Social Media Officer to ensure messaging and timing are consistent across all platforms.

SM2: Builds positive working relationships across departments, acting as a helpful and approachable point of contact for marketing and comms support.

SM3: Communicates clearly and regularly with colleagues, ensuring alignment on key messages and campaign priorities.

SM4: Shares knowledge, insights and examples of best practice to support a collaborative team culture.

SM5: Demonstrates flexibility and teamwork in responding to changing organisational needs or priorities.

KR5: Support Insight, Evaluation and Continuous Improvement

SM1: Monitors the performance of campaigns and communications activity, identifying trends and areas for improvement.

SM2: Produces clear and useful reports or updates that help inform future marketing decisions.

SM3: Uses insights and feedback to refine campaign approaches and improve efficiency over time.

SM4: Demonstrates an interest in sector trends and emerging best practice, bringing fresh ideas to the team.

SM5: Takes responsibility for personal development, seeking opportunities to learn new skills and broaden marketing knowledge.

KR6: Upholding Brand Integrity, Organisational Values and Compliance

SM1: Ensures all communications reflect the organisation's tone, values and visual identity.

- SM2:** Upholds high standards of accuracy, professionalism and ethical storytelling in all work.
- SM3:** Demonstrates awareness of data protection, fundraising and communications regulations, ensuring compliance across materials.
- SM4:** Acts as an ambassador for the organisation, maintaining integrity, compassion and respect in all external interactions.
- SM5:** Contributes to a positive team environment that reflects the organisation's mission, values and shared purpose.

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.

The above is indicative of the current responsibilities of the post which may change from time to time in consultation with the post holder in line with the service need.

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.

3.0 Terms and Conditions

Reports to: Fundraising, Marketing and Communications Manager

Responsible for: No management responsibilities

Hours: 37.5 hours

Location: Hybrid working but with travel across North Yorkshire.

4.0 Person Specification

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		
Bachelor's degree in marketing, Communications, Public Relations, or a related field, or equivalent professional experience.	E	A
Experience		
Demonstrable experience in marketing and communications, preferably in a nonprofit or charity setting.	E	A
Demonstrated experience in marketing fundraising events or campaigns.	D	A/I
Experience in retail marketing.	D	A/I
Experience managing multi-channel campaigns (print, digital, email, PR).	D	A/I
Knowledge/Skills		
Proficiency in digital marketing tools and platforms, including social media, email marketing, and website management.	E	A/T
Strong written and verbal communication skills, with the ability to adapt messaging for different audiences.	E	A/I/T
Strong understanding of fundraising principles and techniques.	D	I
Understanding of retail operations and promotional marketing concepts.	D	A/I
Excellent communication skills, both written and verbal.	E	A/I/T
Ability to analyse data and derive insights to inform marketing strategies.	E	I/T
Familiarity with fundraising regulations and compliance requirements.	D	I
Personal Attributes		
Strong interpersonal skills and ability to build effective relationships with colleagues, volunteers and external stakeholders.	E	I
Highly organised with the ability to manage multiple projects and deadlines simultaneously.	E	I
Proactive and creative approach to problem-solving.	E	I
Commitment to the mission and values of	E	I

the organisation.		
Empathy and sensitivity when communicating with donors, supporters and the public.	E	I
Flexibility and adaptability to thrive in a fast-paced environment.	D	I