EMMANUEL HOUSE

Job title: Marketing and Fundraising Officer (Maternity cover)

Hours: 28 hours per week

Salary: £25,444 pa pro rata

Emmanuel House is inviting applications for a Marketing and Fundraising Officer to join a highly committed and energetic team that is values driven. We support some of the most vulnerable citizens in Nottingham without prejudice or judgment; with that in mind, we strive to provide diverse and accessible services that meet basic need and empower individuals to make positive changes in their lives. The Marketing and Fundraising Officer will take a lead in helping Emmanuel House achieve its financial and fundraising targets and communicate its needs and achievements to the widest audience possible. Your experience of being the Marketing and Fundraising Officer in Emmanuel House will be lively and challenging and you will know that you are making a significant positive contribution to meeting the needs of some of the most vulnerable people in Nottingham. You will build on the significant Marketing and Fundraising momentum that already exists around Emmanuel House. In this Covid-19 environment you will be excellent at self management. If you have energy, enthusiasm and would like to join our highly committed team then this role could be ideal for you.

JOB DESCRIPTION

OVERALL RESPONSIBILITY

Working under the guidance of the Chief Executive Officer and as part of a team, play a key role in the development and implementation of Emmanuel House’s marketing and fundraising activities in order to secure funding for organisational core costs and its programme.

MARKETING

1. Produce and distribute up to 4 e-newsletters per year in collaboration with the CEO.
2. Work alongside the Senior Management Team (SMT) and our Trustees in promoting the work of Emmanuel House to partner agencies and our Service Users.
3. Organise press and media coverage, ensuring that the charity is positively promoted, presented and well-represented across all media channels, the internet and social media including:
   - Maintaining and developing good working relationships with local press, radio and TV.
   - Writing press releases and organising photography in collaboration with the SMT.
   - Regularly updating the website, Facebook and Twitter.
4. Be involved in planning and organising fundraising events.
5. Work with the Steering Group of the Winter Shelter on press, marketing and media in accordance with the Emmanuel House/Winter Shelter Charter.
6. Develop and maintain the marketing database with the support of volunteers.
7. Develop and maintain relationships with the business sector.
8. Identify a key sponsor(s) to adopt Emmanuel House as their Charity of the Year.
9. Establish an internal communication system and oversee its ongoing implementation.

FUNDRAISING

10. To take the lead in marketing and fundraising campaigns throughout the year, including the key Harvest season (September/October), Christmas and Easter campaigns, including the use of modern, up-to-date digital marketing and fundraising methods.
11. To take the lead in organising and supporting our fund-raising events.
12. Deliver financial targets with regard to Regular Giving within specified deadlines.
13. Develop fundraising in relation to the Emmanuel House Business Plan (to be written by the CEO).
14. Maintain and develop relationships with Existing Supporters and build a network of new supporters across both the business and local communities.
15. Maximise income from the local community (individuals, clubs, associations, businesses, schools etc)

General Duties

16. Supervise the Marketing and Fundraising Assistant and oversee their work.
17. Provide regular reports for Board meetings.
18. To attend staff meetings.
19. To represent and promote the work of the Emmanuel House to other agencies and meetings.
20. To help with the avoidance of incidents or accidents especially in relation to safeguarding.
21. To be committed to the development of the best possible practice at Emmanuel House and encourage social inclusion.
22. To undertake training and supervision as directed and be committed to your own professional development.
23. To supervise the work of any future marketing volunteers and interns.

PERSON SPECIFICATION

Essential

EXPERIENCE

- Minimum 2 years successful professional marketing and/or fundraising experience.
- Experience of designing, developing and producing written and visual content for websites, blogs and social media.
- Proven track record of maximising donor and supporter relationships to improve rapport including the use of modern up-to-date digital techniques.
Experience of building and maintaining relationships with a wide range of communities in the public arena.

Experience of data management.

Proven experience of organising fundraising events.

SKILLS:

- Ability to develop empathy with and work to the values of a charity delivering services to homeless and vulnerable people.
- Feel comfortable with and have the ability to ask individuals, groups and businesses for money.
- Skilled in MS Office applications.
- Excellent planning, organisational and implementation skills.
- Ability to manage own workload and take the initiative in a team context
- Excellent communication skills, both written and verbal.
- Ability to work accurately with excellent attention to detail.
- Able and available to work occasional evenings and weekends.

KNOWLEDGE

- Knowledge of the principles of digital marketing, with particular reference to maximising public engagement across social media channels.
- Be well informed about the principles of marketing and fundraising in the charity sector.

Desirable

- Experienced in the use of WordPress (or similar CMS) for website updates
- Experienced in video production or editing for the support of marketing campaigns
Presently Emmanuel House is observing Government guidance in relation preventing the transmission of Covid-19. As of going to advert, the premises on Goose Gate are closed while staff are delivering services to support beneficiaries by telephone. We are also supporting 40 people in a hotel. The Marketing and Fundraising Officer is working from home while the Marketing and Fundraising Assistant is furloughed.

Emmanuel House will continue to follow Government advice which presently does not include the provision of an absolute frame of reference into which a strategic plan can be placed, due to the nature of the virus.

In respect to the process for appointing to this post, the possibilities for interview could involved either presenting at an interview in a conventional way or the interview may take place via a digital platform.
Introduction

Please read these notes carefully before completing the application form. It is important that you take your time to fill the form as fully and as accurately as possible. Applications are scored based on the evidence you provide on how you meet the Job Description and Person Specification, so poorly completed applications are likely to score low. Please give evidence of your experience, skills and knowledge where it is asked for.

You should provide evidence for everything that is outlined in the Person Specification.

The decision to invite you for interview is based on the information given on the application form. You may also choose to submit a CV.

General Points

Please complete all parts of the application form and type or use black ink so that when we photocopy the form it is clear and legible. Use a font size no less than 11.

The Application Pack contains

1. The advertisement
2. The last Annual Report
3. Organogram
4. Guidance about how to fill in the application form
5. The application form and person specification

You will get more information about Emmanuel house from our website www.emmanuelhouse.org.uk and from our Facebook page.

Contact details

Please give your full name, address, post code and telephone numbers. Please also let us know if you have any special requirements in relation to interview arrangements.

Previous staff and volunteers

Please give any information relating to previous involvement with Emmanuel House (including the Winter Shelter) and whether you are related to anyone associated with either of them.
Education qualifications

Please give full details of your educational qualifications starting with the most recent.

Other relevant training courses

Include all qualifications that you have gained both part time and full time up to a period of the previous ten years that are relevant to the role you are applying for.

Further relevant information

Please provide any information that may be relevant to your application like previous volunteering experience, membership of public bodies, projects you may have undertaken.

Current employment

If you are currently employed please provide full details of your main duties and responsibilities, when you started in your current employment and your reasons for wanting to leave. Remember to include any relevant experience, skills and knowledge gained in other capacities e.g. volunteering.

Dates of previous employment

Please give details of all your previous employment since leaving school/college in date order starting with the most recent. Any gaps in your employment will need to be explained and understood by the interview panel.

References

Please give the names and contact details of two referees. One must be your current or most recent employer and the other a person who knows you in another capacity, for example as a volunteer or in a professional capacity. However they cannot be a family member or someone who works or volunteers for Emmanuel House or the Nottingham Winter Shelter. Please indicate whether either referee may be contacted prior to interview should you be shortlisted.

Supporting Statement

This is a very important part of your application form as it gives you the opportunity to demonstrate why you are suitable for the post. Before completing it please refer to the Job Description and Person Specification. To ensure every point is evidenced you might find it helpful to draft this section by treating each statement in the Person Specification as a sub heading (but don’t include them in your application).

Give examples to show how or what you have done to meet each of the criteria in the Person Specification. Be specific about your skills and specify your own responsibilities, demonstrate a particular skill rather than just saying you have it. For example if the Person Specification asks you to demonstrate an ability to paint a portrait, you may want to describe what methods/processes you have
used to do this, at what level and with what success. Ensure you provide evidence to support what you say about who you are and what you have done.

Please name and number any continuation sheet if you use one

**Outstanding disciplinary/legal proceedings**

Every application is taken on its merits and such proceedings do not automatically bar you from applying for a role or from you being appointed if you are the best candidate. If you are the best candidate we will discuss these matters with you separately from the formal interview process.

**Interview exclusion dates**

If you are shortlisted for interview we will make adjustments to the best of our ability regarding any dates you are not available for. Please say if you are not available for the advertised interview date and for the two weeks thereafter.

**Criminal convictions**

The Disclosure and Barring Service (DBS) carries out criminal record checks for specific positions, professions, employment, offices, works and licenses included in the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 and those prescribed in the Police Act 1997 (Criminal Records) regulations. Please sign and date to confirm the information you have provided in this section.

**Asylum and Immigration Act 2006 – proof of legal right to work in the UK**

The Immigration Asylum and Nationality Act 2006, sections 15-25, place a requirement on Emmanuel House (and any employer) to check that any employee who commences employment after 29 February 2008 has a right to live and work in the UK. Therefore before any successful candidate commences work the Emmanuel House must confirm their eligibility to live and work in the UK. To confirm eligibility candidates should be asked to provide certain original documents prior to their employment commencing. Please indicate which documents you are able to provide.

**Declaration**

Please read the statements in this section and sign and date the form to confirm agreements contained in your application form.