

MARKETING AND FUNDRAISING MANAGER JOB DESCRIPTION

Post:	Marketing and Fundraising Manager
Reporting to:	CEO
Hours:	30 hours (full-time considered - 37.5 hours per week)
Salary:	£26,000 - £28,000 (for full-time position)

Background to Charity

Epilepsy is in the top ten of all causes of death in people under 70 with at least 3 deaths a day in the UK, mostly sudden deaths in young and otherwise healthy people.

SUDEP Action is a charity committed to the prevention of epilepsy deaths through research, campaigns and support & involvement of the bereaved. This is an exciting time for a vibrant and growing charity that has recently won a stream of awards and is positioned at the cutting edge of innovation in the NHS.

SUDEP Action is the working name of Epilepsy Bereaved a charity set up by 5 women, all bereaved by epilepsy, back in 1995.

Role and Job Description

We are looking for someone to lead and coordinate our marketing strategy and project manage our fundraising appeals as an integral part of our management team. The successful candidate will champion our SUDEP Action Brand and be responsible for using a range of Direct Marketing techniques to grow our supporter base and to recruit and retain donors, in order to maximise income. We are looking for someone with experience who is creative and entrepreneurial as well as collaborative and excellent at managing relationships both internal and external. The role requires someone who is a strong team player to join our prize-winning team. You will be passionate about keeping up to date with sector trends and have solid knowledge of best practice and the importance of organisational reputation.

As a valued member of the management team your main responsibilities will be:

- Championing the SUDEP Action Brand
- Develop and project manage the charity fundraising appeals and other sources of income by recruiting and retaining donors
- Design and deliver marketing activities that support SUDEP Action including donor communications

- Coordinate activity strands including website, media, marketing of the charity as a whole and our products to ensure effective promotion of our Brand and key communications
- Coordinate and analyse audience research and supporter databases to maximise charity reach and to monitor successful outcomes

Job descriptions cannot be exhaustive. The post holder may be required to undertake other duties from time to time which are broadly in line with the above responsibilities.

Attributes

We need someone creative and entrepreneurial who is collaborative and excellent at managing relationships both internal and external. You will be passionate about keeping up to date with sector trends and have solid knowledge of legislation and best practice and the importance of organisational reputation. There will be opportunities for professional development.

Essential Requirements:

- Experience in leading on the strategic direction of a marketing plan to donor and public audiences including creating and managing operational plans
- Management or experience of delivery of a range of appeals from inception to delivery and successful working to deadlines
- Proven track record in championing brands, writing and managing creative briefs for campaigns
- Experience in designing creative marketing plans and activities that deliver on campaign and/or fundraising objectives, with a limited budget, across media platforms
- Design and analysis of market research; ability to apply insight to inform marketing activities
- Marketing experience within cross-organisational project teams
- Ability to build positive relationships, connect with and manage a wide range of stakeholders including corporate sponsors, scientists, campaign partners.
- Good track record in using IT, database and web skills
- A full clean driving licence

Desirable

- Confident Spokesperson
- Experience of epilepsy, bereavement or a related field

About the Team

You would be joining at an exciting time following a stream of national and international awards and as the charity increases the staff team from 9 to 11.

This is a new role which is integral to the management team and line managed by the CEO. You will be supported by a team that includes a communications officer and a community fundraising officer amongst others.

You will bring marketing expertise to the team, championing understanding of how to market content to reach new and existing audiences, how the Brand is integrated into our communications and fundraising. You'll need to have a great combination of experience and enthusiasm, love working with a range of people with different skills, be able to persuade and influence and at times hold to account to meet project deadlines.

Terms

5 weeks annual holiday plus bank holidays with extra days after two years' service; pension scheme and child vouchers.

Office Base: The charity has a pleasant office in 12a Mill St, Wantage, close to the market square. The office is located on the first floor to which there is no lift.

Probation: Appointments are subject to receipt of satisfactory references and a probationary period of 6 months.

The Post will involve occasional working out of normal hours and occasional travelling.

How to apply

Please send a covering letter and a copy of your CV to jane.hanna@sudep.org

Closing date for applications: 29th November.

Interviews will be held on 6th and 7th December.

*You will need to provide evidence of your right to work in the UK prior to interview.
In promoting equal opportunities we welcome applications from all sections of the community.*