

# Hamelin Trust

## JOB DESCRIPTION

### Marketing and Fundraising Manager

Salary: £30k

Hours: Ideally 37.5 per week, but flexible for the right candidate

Based: Billericay/Hybrid working – Can work remotely but will need to travel across Essex

#### Job Purpose

To support the Trust's ambition to create compassionate communities for disabled people and their families. Through marketing our services, articulating the impact we have, developing partnerships and securing funds so that we can do more, for more people.

#### Key Responsibilities

- To create compelling marketing materials to promote our services and activities, via hardcopy, website and social media channels
- Managing and developing the Trust's website; ensuring up to date and engaging information for our audiences
- Growing the Trust's social media presence and reach
- Improve the Trust's online visibility through Search Engine Optimisation (SEO)
- Develop and manage productive relationships with local businesses, for the purposes of securing pro bono support, volunteering and fundraised income
- Deliver funding from individuals through managing the Trust's individual and regular giving programmes and Gift Aid claims
- Support the Trust through planning and attending community events
- Represent the Trust at networking and industry events
- Manage the Trust's stakeholder engagement plan
- Provide support to operational colleagues and other stakeholders, to maximise their fundraising efforts
- Other fundraising activity as directed, which could include creating high quality grant applications or managing major donor relationships
- Support the Director of Income Generation and Communications through producing KPI data and management information

Any other duties as deemed appropriate by Hamelin Trust

Last Reviewed: 09/06/2022

By: Director of Income Generation and Communications