

## Job Specification: Fundraising and Marketing Manager

### Based at: Faversham Pools/remote

<b>Role</b>	Fundraising and Marketing Manager
<b>Reporting to</b>	General Manager
<b>Direct reports</b>	Administrator
<b>Location</b> (e.g. Pools or remote working)	Faversham Pools, Faversham. Majority of role will be remote working
<b>Position type</b> (e.g. full time, part time, job share)	Part time, 2.5 days (20 hours) per week
<b>Level / Salary range</b>	£16,900 p/a
<b>Job purpose and objective (why does this role exist?)</b>	
<p>The Fundraising and Marketing Manager is responsible for income generation for this busy charity. With over 150,000 swimmers every year, Faversham Pools has been at the heart of its community since 1964. You will help support health and wellbeing in the community, raising funds to redevelop the Pools and encourage participation.</p> <p>The focus of the role is on fundraising for the charity. Raising funds from sources such as local councils, trusts and foundations, the national lottery and other sources, you'll be an experienced fundraiser with a proven track record.</p> <p>The role is mainly home-based, with some tasks requiring office time at the Pool. Occasional evening and weekend work to attend meetings and events.</p>	
<b>Context of the role</b>	
<ul style="list-style-type: none"> <li>Faversham Swimming Pools is a community pool and registered charity, with fundraising an important part of its income generation.</li> <li>Funds are raised from local councils, trusts, foundations, other grant giving bodies, and local fundraising initiatives such as the Faversham town lottery.</li> <li>You will be a creative, innovative fundraiser who is passionate about helping drive the redevelopment of this important community asset.</li> <li>The Fundraising and Development Manager will liaise with multiple staff, such as the General Manager, Financial Administrator and other operational team members.</li> </ul>	
<b>Accountabilities and responsibilities</b>	

## **Fundraising**

- To raise funds from trusts, foundations, statutory funders and other grant-giving bodies with the objectives of refurbishing and updating Faversham Pools
- To establish precise knowledge of the requirements within each grant giving body, and make grant applications which meet the specific requirements and criteria of each grant giving body
- To monitor, evaluate and follow up all grant applications to maximise the potential of each funder, producing reports to demonstrate the impact of support
- To work towards a total objective of £500,000 of funding through grants and gifts over the next two years
- To manage the database of funders, and to manage relationships with funders and partners
- To administer the Friends of Faversham Pools
- To work with local businesses to generate financial support and offer benefits in return for sponsorship

## **Marketing**

- To develop a social media strategy to be actioned in partnership with the Administrator and General Manager. To manage the Pools' social media channels ensuring they are regularly and effectively used to market to the Pools, and to keep users informed and engaged.
- To generate innovative and engaging content for the Pools' social media channels
- To update and develop the website, working with colleagues to ensure pages are accurate and up-to-date
- To write and issue press releases with the aim of generating publicity for the Pools

## **Knowledge, skills and competencies required**

### **Essential:**

- Ability to communicate effectively, accurately and persuasively - both verbally and in writing - presenting Faversham Pools to funders and other stakeholders
- Experience of fundraising and preparing grant applications ensuring that the requirements of Faversham Pools align with the objectives of each grant giving body
- Experience of marketing and other promotional activity
- Ability to handle confidential information
- Confident use of IT and automated systems

### **Desirable:**

- To be well-organised in administering all the work carried out
- To be able to report succinctly and fully to the board of trustees on progress
- To be able to develop effective partnerships with Swale Borough Council and other Kent based Councils

- Familiarity with generating content for social media including generating simple graphics (eg, using Canva)

**Specific on-site training will be provided to induct the successful candidate into our team.**

**Benefits:**

- Free Swim Membership
- Employer Contribution Pension Scheme
- Free staff car parking
- 112 hours holiday per annum

**This job specification was last reviewed in:**

y 2022