

Employers For Childcare

Job Description

Job Title:	Marketing and Fundraising Executive
Reports to:	Senior Marketing Executive
Salary:	£23398 - £24964 (NJC Scale 6)
Contracted hours:	Full time / part time considered
Contract type:	Permanent

Main Responsibilities

There are two key elements to this role, both of which are key to enhancing the reputation and sustainability of Employers For Childcare's charitable and social enterprise activities.

The post holder will:

- 1- support the Senior Marketing Executive to deliver marketing and promotional activities, publicity, external communications and event management
- 2- identify and secure external funding from a range of sources including government departments, public sector, charitable trusts and foundations.

Specific Duties – Marketing

- Support delivery of the organisation's marketing strategy in line with strategic aims.
- Produce and maintain high quality, accurate and dynamic website and social media content in line with the digital marketing strategy for the organisation.
- Promote and maintain the organisation's brand identity in line with brand guidelines.
- Represent the organisation at relevant exhibitions and events and support the Senior Marketing Executive in organising events as required.
- Identify promotional opportunities for the organisation through advertising, sponsorship and other initiatives.
- Support in the development and design of marketing material in-house using relevant graphic design packages.
- Identify possible awards and accreditation for the organisation to pursue and use these opportunities to raise the public profile of Employers For Childcare.
- Support the Senior Marketing Executive in key administrative tasks ensuring relevant organisational procedures are followed and, where necessary, documented.

Specific Duties – Fundraising

- Deliver a fundraising strategy to grow income annually in line with strategic objectives.
- Research grant/funding opportunities using relevant online resources and publications, maintaining accurate summaries and ensuring information is kept up to date.
- Source funding from various sources (government, private trusts, corporate sponsors) to help ensure sufficient funds to support existing and future work programmes, and respond to social and economic needs.

- Generate new ideas and opportunities to develop new income streams.
- Support in the development of programmes which are in line with government and business policies, and would meet our organisational objectives.
- Draft high quality grant funding bids in line with the requirements of potential funders and with reference to their published guidelines and communications.
- Present proposals to key sponsors and partners as required and ensure that appropriate follow up takes place.
- Produce evaluation reports as required to those providing funding to the organisation.
- Regularly review success and achievements against agreed targets, identifying strengths, weaknesses and areas for development.
- Identify and develop relationships with potential funders including key personnel within government departments, community and voluntary sector, philanthropy organisations etc.

Communication, Personnel and Organisational Development

- Secure comprehensive understanding of the aims and work of Employers For Childcare.
- Participate in photographic and media events as required to promote the organisation.
- Participate in events and meetings at times and venues required, including evenings and weekends, and travel as required to meet the needs of the organisation.
- Engage in prompt and full communication within your own team and across teams.
- Participate in and contribute to regular meetings, staff training and development activities on company services, operating systems, processes and procedures.
- Demonstrate a calm, pleasant manner and a flexible and cooperative approach at all times, treating clients and colleagues with courtesy and respect.
- Communicate with and influence a wide range of internal and external stakeholders.
- Work flexibly and across teams and organisational functions as required.
- Undertake any other reasonable duties appropriate to the achievement of the organisation's goals and targets.

Information Security

- Comply with the organisation's Security & Confidentiality policy at all times, ensuring the highest levels of information security, data protection and confidentiality.

This job description is neither exhaustive nor exclusive and may be reviewed depending upon operational requirements and staffing levels.