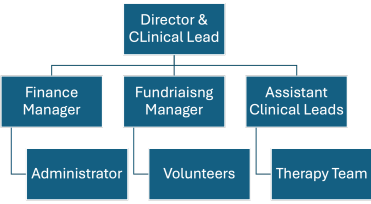


JOB DESCRIPTION

JOB TITLE	Fundraising and Marketing Manager
REPORTS TO	Director - See illustrative organisational chart 
LOCATION	Home based with some travel around Bristol as required
SALARY	£35,000 - £37,000 Pro rata 2.5/3 days per week (18.75 - 22.5 hours)

Fundraising Manager
<p>MusicSpace is the largest provider of music therapy in the South West. The scope of this role and changes in our organisational structure mean that we are looking for an enthusiastic, experienced and passionate fundraising manager who can help us navigate a new landscape. This person will combine strategic oversight with hands-on fundraising for a Music Therapy charity that has been supporting clients of all ages and needs in Bristol and the surrounding areas for over 30 years.</p> <p>Our commitment to offering low cost music therapy means that fundraising is more important than ever. We work in schools, hospital settings, care homes and in the community to support people with complex medical needs, specialist communication needs, mental health challenges and general wellbeing.</p>
JOB PURPOSE
<p>To invigorate and connect with a supporter base, generate new fundraising income by identifying areas where there is a larger fundraising potential. To be confident in generating income in various ways, including via corporate giving, community giving, trusts and grants and philanthropy.</p> <p>Being an active member of the senior leadership team, helping to direct the charity at a time of redesign and restructure</p> <p>Raise awareness of the charity's revised operating model and generate fundraising income to support the charity's ongoing core operations and to help it to grow and develop into new innovative areas of music therapy.</p> <p>In collaboration with the senior leadership team, and support from volunteers, to achieve an agreed fundraising target. Develop and oversee an exciting marketing and social media campaign in support of the charity's strategy and purpose.</p>

KEY DUTIES

Fundraising

- Generate income from fundraising in line with targets set by annual budget
- Contribute to the development of an effective fundraising strategy with diverse income streams
- Write and submit high-quality grant applications to Charitable Trusts, Foundations, companies and clients and to keep stakeholders informed about our ongoing activities. contribute to the adherence to T&Cs of awarded grants including reporting requirements
- Actively seek new donors and create compelling pitches and/or applications
- Conduct ongoing research for potential funding opportunities and document outcomes
- Build relationships with existing and potential supporters to develop and manage a wide and varied donor base
- Maintain communication with donors and partners, keep stakeholders informed about our ongoing activities
- Ensure necessary due diligence processes and scrutiny of donors and potential donors is carried out in line with fundraising regulations and good practice.
- Coordinate events and encourage supporters to host events to support MusicSpace
- Generate new income from digital fundraising

Marketing and Promotion

- Develop the profile of MusicSpace across diverse digital platforms
- Manage a social media calendar, using content from the therapy team and senior leadership team
- Increase awareness of MusicSpace through community events and networking
- Ensure the effective and best use of fundraising materials to promote and market MusicSpace
- Recruit and manage volunteers as required to help with promoting our activities and fundraising
- Oversee and manager our website content

Administration

- Ensure all MusicSpace donor and supporter databases and records, including gift aid declarations, are kept up to date & are compliant with legal standards (including GDPR), policies and procedures
- Keep up-to-date records of grant applications made and fundraising initiatives pursued
- Provide regular reports to the Director and trustees

Other

- To ensure that a positive image of MusicSpace is projected at all times
- To contribute to other activities undertaken by MusicSpace, as deemed appropriate

This job description is not an exhaustive list of duties and responsibilities and is subject to change in accordance with the needs of the service and organisation

Person Specification

CRITERIA	
Knowledge and Experience	
<ul style="list-style-type: none"> • 2 years+ experience of charity working and income generation 	E
<ul style="list-style-type: none"> • A proven ability to develop relationships and partnerships with clients, donors and supporters 	E
<ul style="list-style-type: none"> • Experience of reaching and surpassing fundraising targets 	E
<ul style="list-style-type: none"> • An excellent eye for detail and proof-reading skills 	E
Communication and people skills	
<ul style="list-style-type: none"> • Excellent communication skills across oral, written, digital and social media 	E
<ul style="list-style-type: none"> • Ability to tailor oral and written communications for the specific audiences, with a variety of styles 	E
<ul style="list-style-type: none"> • Ability to listen to, influence and persuade target audiences 	E
<ul style="list-style-type: none"> • Understanding of all forms of voluntary giving, current charity legislation and codes of practice 	D
Organisational skills	
<ul style="list-style-type: none"> • Excellent project management skills (accuracy, attention to detail, scheduling, problem solving, record keeping and monitoring) 	E
<ul style="list-style-type: none"> • Excellent organisational and time-management skills, able to prioritise and work to tight deadlines 	E
<ul style="list-style-type: none"> • Capable of working effectively without direct supervision 	D
<ul style="list-style-type: none"> • Experience of database management 	D
<ul style="list-style-type: none"> • Experience of recruiting and managing volunteers 	D
Technical Skills	
<ul style="list-style-type: none"> • CANVA experience 	E
<ul style="list-style-type: none"> • Website maintenance experience 	D
Personal qualities	
<ul style="list-style-type: none"> • Be a team player and work flexibly as part of a team 	E
<ul style="list-style-type: none"> • Outstanding interpersonal, communication and relationship management skills 	E
<ul style="list-style-type: none"> • Positive outlook, resilient & enthusiastic 	E
<ul style="list-style-type: none"> • Able to manage own time and prioritise work effectively 	E

Key: E = Essential; D = Desirable