

JOB DESCRIPTION

JOB TITLE:	Director of Fundraising and Marketing
BASED IN:	Hybrid working with two days a week to be worked in the London office
REPORTING TO:	Chief Executive Officer
RESPONSIBLE FOR:	UK fundraising and global marketing
HOURS:	37.5 hours a week, worked flexibly to include evening and weekend work where necessary
LEAVE:	25 days holiday per annum plus bank/public holidays
CONTRACT:	Permanent
PENSION:	Up to 3% matched contributions
TRAVEL:	Travel throughout the UK and overseas as appropriate

PURPOSE OF THE ROLE

To be a key member of the senior leadership team, working collaboratively with the Chief Executive Officer and senior leadership team to set and deliver the overall fundraising and marketing strategy. To lead and develop a high performing fundraising and marketing team. Grow income generation to enable Race Against Dementia to achieve ambitious future aims.

DUTIES AND RESPONSIBILITIES

- Work with the Chief Executive Officer and board of Trustees to set and agree the vision and direction for significant UK income generation for the charity.
- Deliver the agreed strategy for fundraising, marketing and stakeholder engagement.
- Manage and deepen the charity's relationships with key funders, partners and stakeholders, working closely with the Chief Executive Officer and Chair of Trustees as appropriate.
- Identify opportunities to develop new relationships with individual donors, corporates, trusts and foundations and other potential income streams.
- Provide inspirational leadership, support and management to a small fundraising and marketing team.
- Build on current systems and processes to maximise the efficiency of the fundraising and marketing team and deliver best in class donor relationship management.
- Identify opportunities to elevate the profile of the charity in the UK and build reputation.

- Own the brand and tone of voice for the organisation. Deepen brand visibility through paid campaigns, digital and social channels, content marketing and communications activity.
- Support the team with day-to-day digital and social media content to retain and build the online community.
- Work closely with the Chief Executive Officer to develop a fundraising budget and monitor progress against targets. Present progress regularly to the Trustees.
- To be an active member of the senior leadership team, supporting overall team culture and moral.
- To attend, where appropriate national and international events organised by the charity, including an annual forum.
- To administer your own workload, including meeting targets and deadlines in line with the Race Against Dementia appraisal system.
- To attend relevant CPD training events as required and work within the guidelines of Race Against Dementia's policies and procedures.

ABOUT YOU

- Proven track record of acquiring new major donors and partners and raising funds of over £1million for a non-profit organisation.
- Significant experience managing existing major donors, corporate partners and other key relationships.
- Extensive experience in developing and implementing creative marketing strategies and experience of planning and overseeing targeted campaigns across a range of platforms.
- Excellent communication and presentation skills, both written and verbal with the ability to communicate information to management and charity Trustees.
- Experience working with senior leadership and boards of Trustees.
- A good understanding of wider charitable sector considerations and fundraising regulations.