

## Job Description

<b>Job title</b>	<b>Marketing &amp; Fundraising Manager</b>
<b>Grade / Salary Scale</b>	£29,881 – £34,659 pro rata
<b>Location</b>	Carmarthen
<b>Contract hours</b>	22 per week
<b>Working Pattern</b>	Monday to Friday 9am - 5pm
<b>Responsible to</b>	Chief Executive
<b>Responsible for (staff / finance / Service Users / Customers)</b>	Staff – Marketing and Fundraising Officer Marketing And Fundraising Assistant Finance – marketing and fundraising budget Customers - All Hafan Cymru Employees and external stakeholders
<b>Job Purpose</b>	<p>To work with the Chief Executive and other key stakeholders as necessary to agree and implement Hafan Cymru's key brand messages and priority audiences in order to enhance their understanding of and support for the organisation and to increase fundraised income from individual and corporate donors</p> <p>To be responsible for developing and maintaining the Association's Fundraising and Marketing Strategy to meet agreed company objectives and in support of Hafan Cymru's work, in close liaison with the Chief Executive</p> <p>To oversee all fundraising, marketing, advertising and promotional activities within the organisation</p> <p>To bring fundraising and marketing expertise to the organisation, sharing this through training programmes or mentoring staff as needed</p> <p>To work closely with the New Initiatives Manager to ensure that a joint approach is taken to marketing and fundraising within the organisation and that all marketing compliments fundraising activities and is aimed to maximise potential income</p> <p>As a member of the senior management team, to contribute to the strategic planning, financial management, development and operational management of the Association</p>
<b>Competency and Level required</b>	A3 , B2/3 , C2/3 , D3 , E3 , F2/3 , G2 , H2/3, I2/3 – refer to Competency Requirements document for details
<b>Key Accountabilities</b>	
<p><b>1. Strategic Focus</b></p> <ul style="list-style-type: none"> <li>• To develop and regularly review the organisation's fundraising and marketing strategy in close liaison with the Chief Executive and New Initiatives Manager to deliver agreed company objectives and to maximise public knowledge of the organisation</li> <li>• To work closely with the New Initiatives Manager to ensure that marketing and fundraising activities are complementary</li> </ul>	

- To develop and take overall responsibility for regular review of the organisation's website to ensure it complements the marketing and fundraising strategies

## **2. Working with Others**

- To maintain a close working relationship with the organisation's print and design partners, ensuring timely delivery of all printed materials
- To liaise closely with the organisation's website designers to ensure the website continues to be 'fit for purpose' and accessible to all
- To develop a database of contacts, both media and key stakeholders, and regularly review it to ensure it is current
- To develop a database of corporate and individual sponsors and donors in order to build the organisational donor base
- To develop and maintain close and effective relationships with key individuals in the media

## **3. Managing and Developing Services**

- To deliver all marketing and fundraising activities within the agreed annual budget
- To manage all aspects of print production, receipt and distribution
- To achieve frequent, timely and positive media coverage across all available media
- To conduct market research in order to identify market requirements for current and future services
- To work with the Chief Executive and Director of Corporate Services to take forward ideas for social enterprises within the organisation
- To develop and maintain a calendar of relevant events which are marketing and/or fundraising opportunities and take responsibility for organising activities to celebrate those events in close liaison with the New Initiatives Manager and other members of the Strategic Management Team

## **4. General**

- To work in accordance with Hafan Cymru's health and safety policy and procedure taking action to ensure that all employees are aware of their personal responsibility for health and safety, including identifying relevant health and safety training where appropriate.
- Attend and actively contribute to supervision sessions with the Chief Executive and be prepared to develop and learn.
- Oversee and create the Annual Report and produce other reports as appropriate on fundraising and marketing initiatives
- To ensure that maximum use of appropriate I.T. is made to ensure effective communication within and outside the organisation

- To work in accordance with Hafan Cymru's policies and procedures in respect of service user and staff member confidentiality and apply the principles of data protection to record keeping and data sharing and compliance with the Data Protection Act.
- To provide all duties and services in accordance with the principles and practice of equality and diversity, taking account of individual needs and requirements
- Liaise with and attend relevant meetings of the Fundraising Institute and other appropriate bodies.
- Attend Strategic Management Team meetings and be an active member of the Team.

*The duties and responsibilities highlighted in this job description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.*

**HAFAN CYMRU**  
**PERSON SPECIFICATION – Marketing & Fundraising Manager**

**Competency Levels: A3, B2/3, C2/3, D3, E3, F2/3, G2, H2/3, I2/3**

	<b>Essential</b>	<b>Desirable</b>	<b>Evidence from Application Form</b>	<b>Evidence from Interview</b>
<b>Qualifications</b>	1. Degree or equivalent qualification or relevant work experience	Working towards CIM or IOF qualifications	YES	YES – certificates copied
<b>Knowledge</b>	2. Extensive knowledge of a wide range of marketing channels and fundraising expertise		YES	YES
<b>Ability &amp; Skills</b>	3. IT skills – to be confident in Microsoft Office packages. 4. Use of internet, outlook, email and social media applications 5. Database management and extraction of data 6. Presentation skills	IT Qualification – eg. ECDL, database or desktop publishing	YES	YES
<b>Experience</b>	7. Demonstrable Experience in a similar role		YES	YES
	<b><u>Criteria to be evidenced at interview</u></b>			
<b>Experience</b>	Demonstrable experience in the development and implementation of Marketing & Fundraising strategies in line with an Organisations strategic objectives		NO	YES
	Experience of increasing Fundraised income from individual and Corporate donors		NO	YES
	Experience leading a small team		NO	YES
<b>Knowledge</b>	Strong understanding of Customer & Market dynamics and requirements		NO	YES
	Understanding of the importance of supporters & key stakeholders		NO	YES
<b>Ability &amp; Skills</b>	Have an excellent range of communication skills and have a confident manner in both oral and written language		NO	YES

	Ability to work on own initiative and as part of a team		NO	YES
	Ability to oversee all Marketing, Advertising & Promotional activities		NO	YES
	Ability to identify and implement challenging & innovative ideas to ensure targets within Marketing & Fundraising strategy are met		NO	YES
	Ability to travel to offices across Wales as and when required and work occasional evening and weekend events		NO	YES
<b>Other</b>	Have a commitment o personal development through supervision, training, team meetings etc		NO	YES
	Have a basic understanding of the Welsh language	Be able to converse and write in Welsh language	NO	YES

## Hafan Cymru Competency Requirements

**JOB TITLE: Marketing and Fundraising Manager**

Hafan Cymru's competency framework reflects our organisational culture – 'the way we do things here'. It has been developed in conjunction with staff across the organisation, and is designed to contribute positively to our organisational success.

The framework includes eight core competencies which apply to all roles in the organisation

- A. Empowering customers
- B. Respect & diversity
- C. Working in partnership
- D. Communication
- E. Responsibility & accountability
- F. Innovation, learning & creativity
- G. Big picture thinking
- H. Embracing change

There are also two additional competencies which apply only to some roles:

- I. Management & leadership
- J. Professional & technical expertise

## Hafan Cymru Competency Requirements

**JOB TITLE: Marketing and Fundraising Manager**

Job Title		Marketing and Fundraising Manager
Competency and Level required		A, B, C, D, E, F, G,H
Competency	Level	Expected behaviours
<p><b>A: EMPOWERING CUSTOMERS</b></p> <p>Focusing on customers and providing high quality service that is tailored to meet individual needs</p>	3	<ul style="list-style-type: none"> <li>▪ Understands the importance of first impressions and represents the organisation appropriately</li> <li>▪ Displays a positive, friendly, flexible and non-judgemental attitude to all customers</li> <li>▪ Maintains professional boundaries at all times</li> <li>▪ Tailors services to individual needs, within the organisation's remit</li> <li>▪ Uses innovative ways to engage customers, especially those who are hard to reach</li> <li>▪ Ensures high standards of customer care are maintained at all times</li> <li>▪ Empowers others to meet customer expectations</li> <li>▪ Uses experience and good judgement to deviate from protocols, where appropriate</li> <li>▪ Provides opportunities for others to develop initiatives that sustain long term customer satisfaction</li> </ul>
<p><b>B: RESPECT &amp; DIVERSITY</b></p> <p>Considers and shows respect for the opinions, circumstances and feelings of colleagues, customers and stakeholders - treating individuals with respect and dignity, and recognising their diverse range of needs</p>	2/3	<p>I</p> <ul style="list-style-type: none"> <li>▪ Is honest, consistent and fair</li> <li>▪ Maintains confidentiality</li> <li>▪ Is polite, tolerant and patient</li> <li>▪ Listens and values others' opinions</li> <li>▪ Acts as an appropriate role model</li> <li>▪ Sees issues from other people's viewpoints</li> <li>▪ Shows understanding and sensitivity to people's problems and vulnerabilities</li> <li>▪ Acknowledges and respects a broad range of social and cultural customs, beliefs and values</li> <li>▪ Seeks support to challenge inappropriate attitudes, language and behaviour that is abusive, aggressive or discriminatory</li> <li>▪ Deals with diversity issues and gives positive practical support to staff who may feel vulnerable</li> <li>▪ Considers the people impact of decisions and consults others as relevant</li> <li>▪ Uses discretion effectively in dealing with difficult issues and resolving problems</li> <li>▪ Champions equal opportunities for all and embraces diversity in every aspect</li> <li>▪ Is open to constructive criticism and feedback</li> </ul>

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<p>C: WORKING IN PARTNERSHIP</p> <p>Developing strong working relationships, inside and outside the organisation, to achieve organisational goals</p>	<p>2/3</p>	<ul style="list-style-type: none"> <li>▪ Understands own role in the team/organisation, and takes direction appropriately</li> <li>▪ Promotes trust and understanding</li> <li>▪ Helps and supports colleagues/customers</li> <li>▪ Makes a real effort to understand the team/organisational goals, and different viewpoints</li> <li>▪ Participates and communicates effectively in meetings</li> <li>▪ Values and utilises the strengths, and appreciates the weaknesses of colleagues</li> <li>▪ Supports and assists colleagues and customers to reach their objectives</li> <li>▪ Promotes team performance to others</li> <li>▪ Leads meeting and discussions effectively</li> <li>▪ Networks effectively inside and outside the organisation</li> <li>▪ Adopts a strategic approach to developing teams and groups</li> <li>▪ Publicly celebrates team successes</li> <li>▪ Proactively identifies team learning and development needs</li> <li>▪ Steps in to manage team conflict if necessary</li> <li>▪ Is able to motivate others to achieve</li> <li>▪ Develops strong personal networks, to work effectively inside and outside the organisation</li> </ul>
<p>D: COMMUNICATION</p> <p>Communicating ideas and information effectively, tailoring the style of communication to the situation</p>	<p>3</p>	<ul style="list-style-type: none"> <li>▪ Is clear, concise, accurate, respectful, consistent and timely in communications</li> <li>▪ Chooses the most effective method of communication</li> <li>▪ Uses ICT effectively as a communication tool</li> <li>▪ Makes sure the right lines of communication are used (protocol)</li> <li>▪ Responds to challenges rationally</li> <li>▪ Communicates clearly, logically, concisely and persuasively</li> <li>▪ Changes the style of communication to meet and adapt to the changing needs of the audience</li> <li>▪ Provides constructive feedback</li> <li>▪ Takes responsibility to keep others informed</li> <li>▪ Anticipates audience needs, concerns or objections and develops appropriate responses</li> <li>▪ Clearly explains management decisions and policy, and the reasons behind them</li> <li>▪ Manages conflict and deals with hostility</li> <li>▪ Creates an open dialogue with others, encourages regular feedback, praise and exploration of issues</li> <li>▪ Present information in an engaging way, and produces well structured reports/written summaries</li> </ul>

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<p><b>E: RESPONSIBILITY &amp; ACCOUNTABILITY</b></p> <p>Taking personal responsibility to make things happen and deliver high quality service</p>	3	<ul style="list-style-type: none"> <li>▪ Committed to producing high quality work</li> <li>▪ Accepts personal responsibility for own decisions and actions</li> <li>▪ Works within organisational policies, procedures and frameworks, to achieve a satisfactory conclusion</li> <li>▪ Understands the organisation's mission, aims and objectives, and core values</li> <li>▪ Is self-motivated, focused and professional</li> <li>▪ Achieves demanding deadlines and goals through careful prioritising, planning and organisation of workloads</li> <li>▪ Considers implications of actions in terms of costs, resources, risks, links to other work</li> <li>▪ Ensures compliance with policy, procedure and legislation</li> <li>▪ Makes decisions based on ethical considerations and organisational integrity</li> <li>▪ Carries through decisions, even if they are unpopular, difficult or controversial</li> </ul>
<p><b>F: INNOVATION, LEARNING &amp; CREATIVITY</b></p> <p>Looking at all times for the most creative and effective solutions, and learning from all that we do</p>	2/3	<ul style="list-style-type: none"> <li>▪ Is aware of own strengths and weaknesses and is prepared to share them with others</li> <li>▪ Demonstrates a willingness to take part in learning experiences and puts learning into practice</li> <li>▪ Looks for opportunities to take on new challenges and maintains an open mind to new ideas</li> <li>▪ Is not afraid to ask for help and advice</li> <li>▪ Is open to constructive feedback and improving performance</li> <li>▪ Is prepared to share knowledge, skills and experience, and is willing to coach and mentor others to help them develop</li> <li>▪ Develops appropriate expertise and knowledge and uses this to good effect</li> <li>▪ Shows creativity and innovation in identifying solutions to problems</li> <li>▪ Demonstrates an awareness of different learning styles and speeds, and adapts approach to take these into account</li> <li>▪ Ensures people experience the opportunities required to develop</li> <li>▪ Uses appropriate delegation as a development activity</li> <li>▪ Acts regularly as coach or mentor to colleagues, and encourages a culture of reflection and learning from mistakes</li> <li>▪ Evaluates the success of training and development and improves future experiences as a result</li> </ul>

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<p>G: BIG PICTURE THINKING</p> <p>Demonstrating an awareness of opportunities, current thinking and activities taking place in the wider environment</p>	2	<ul style="list-style-type: none"> <li>▪ Is able to apply sound reasoning skills to different situations</li> <li>▪ Understands own work, and that of other teams</li> <li>▪ Is aware of, and committed to, the organisation's strategic direction</li> <li>▪ Can assess the scale of a problem and identify possible solutions</li> <li>▪ Actively contributes to the development of the organisation's strategic direction</li> <li>▪ Is comfortable using theories and concepts and a range of options to inform thinking</li> </ul>
<p>H: EMBRACING CHANGE</p> <p>Embracing change to sustain and improve services we deliver, and the environment in which we work</p>	2/3	<ul style="list-style-type: none"> <li>▪ Accommodates new or different ways of working</li> <li>▪ Suggests new ideas and looks for ways of improving efficiency and service</li> <li>▪ Awareness and acceptance of the need to change</li> <li>▪ Understands sustainability issues and the impact of own role on the environment</li> <li>▪ Effectively explains the benefits and requirements of changes</li> <li>▪ Encourages acceptance and understanding of change</li> <li>▪ Encourages new ideas and challenges the status quo</li> <li>▪ Ensures proposed changes or actions support business objectives</li> <li>▪ Encourages ways to reduce the impact of the organisation on the environment</li> <li>▪ Promotes and manages change in a constructive and realistic way</li> <li>▪ Proactively encourages continuous improvements and commitment to change</li> <li>▪ Makes positive efforts to maintain morale when introducing difficult change</li> <li>▪ Champions sustainability issues, and encourages others to adopt responsible attitudes and actions</li> </ul>

## Hafan Cymru Competency Requirements

**JOB TITLE: Marketing and Fundraising Manager**

Competency	Level	Expected behaviours
Additional competencies I: MANAGEMENT & LEADERSHIP  Demonstrating the ability to manage and lead others to achieve the goals of the organisation	2/3	<ul style="list-style-type: none"> <li>▪ Carries out management responsibilities and duties fairly and consistently, complying with organisational policies</li> <li>▪ Provides direction and structure</li> <li>▪ Effectively manages the outputs of the team</li> <li>▪ Negotiates targets and goals with staff</li> <li>▪ Is able to adapt their leadership style to get the best out of their staff, supporting, motivating and empowering them to achieve individual and team goals</li> <li>▪ Ensures policies and procedures are in place to empower teams to achieve</li> <li>▪ Models the culture and values of the organisation in all that they do</li> <li>▪ Promotes the organisation effectively</li> <li>▪ Develops policies and procedures in line with best practice and communicates and translates strategy into meaningful objectives</li> </ul>