

**Fundraising and Marketing Executive**

**Title: Fundraising Executive**

Reports to: CEO

Contract: Full Time

Hours: 37.5 hours per week (office based – Norwich)

Salary: £36,000 - £38,000 per annum (dependent on experience)

JD review: May 2025

**Main Purpose of job:**

As our new Fundraising and Marketing Executive, you will have overall responsibility for driving and overseeing our fundraising and marketing efforts. You will manage, motivate and inspire others to achieve ambitious income targets and secure the financial resources necessary for our organisation to thrive.

The ideal candidate will be a passionate and results-driven individual with a proven track record in fundraising and marketing, who is eager to make a meaningful impact within the heart of our charity. Your leadership and strategic vision will enable us to expand our reach, deepen our donor relationships, and innovate new fundraising initiatives that resonate with our supporters and the wider community.

The Fundraising and Marketing Executive will hold responsibility for the development, implementation, and management of all our fundraising activities, encompassing individual giving, corporate partnerships, community fundraising, and major gifts. You will be embedding our fundraising initiatives across our staff team, and throughout existing and new communication channels including our website, social media and press. You will ensure effective, open communication, both internally and externally, implementing best practices to optimise fundraising and encourage new service users.

The Fundraising and Marketing Executive will work closely with and be accountable to the Chief Executive, playing a crucial role in supporting and advancing the charity’s strategic objectives. You will be responsible for leading and managing the performance of our fundraising operations, ensuring the effective use of resources while maximising income generation in alignment with our organisational goals.

Due to the nature of the role, the post-holder will be required to work flexibly to meet the demands of our fundraising activities. This may include occasional evening and weekend work to support events and donor engagement opportunities.

**Job Description:**

As the Fundraising and Marketing Executive, you will be responsible for developing, implementing, and managing our fundraising and marketing strategy to meet the financial targets of the organisation. This role involves identifying potential donors, and creating compelling campaigns to secure funds from individuals and corporations. You will play a critical role in maintaining and growing our donor base, ensuring that the organisation can continue to deliver its vital services.

**Key Responsibilities:**

* **Develop and Implement Fundraising and Marketing Strategies:** Design and execute a comprehensive fundraising and marketing plan aligned with the organisation’s goals, ensuring diverse income streams including major gifts and corporate partnerships.
* **Donor Relations:** Cultivate and maintain strong relationships with current and potential donors, providing them with regular updates on the impact of their contributions and ensuring high levels of donor satisfaction and repeat donation/support.
* **Campaign Management:** Plan and oversee fundraising campaigns, ensuring they are effectively promoted and meet their financial targets.
* **Budget Management:** Prepare and manage the fundraising budget, monitoring income and expenditure against targets.
* **Compliance and Reporting:** Ensure all fundraising activities comply with relevant legislation and best practices. Prepare regular reports for senior management and trustees on fundraising performance.
* **Event Planning:** Lead the organisation and execution of fundraising events, both virtual and in-person, to engage the community and raise funds.
* **Data Management:** Utilise CRM systems to track donor engagement and analyse fundraising data to inform future strategies.
* **Marketing:** Create, execute and manage an effective marketing and communications plan aimed at both donors and service users.

**Person Specification:**

**Essential Skills and Experience:**

* **Strategic Thinking:** Ability to develop and implement effective fundraising strategies across multiple income streams.
* **Communication Skills:** Excellent verbal and written communication skills, with the ability to create compelling proposals and presentations.
* **Relationship Management:** Strong interpersonal skills with the ability to build and maintain relationships with a diverse range of stakeholders, including high-net-worth individuals, corporate partners, and community supporters.
* **Leadership:** Demonstrated experience in leading and motivating a team, with a focus on achieving results and developing team members.
* **Creative Thinking:** Ability to develop innovative fundraising ideas and approaches.
* **Financial Acumen:** Strong understanding of budgeting and financial management in a fundraising context.
* **Event Management:** Experience planning and executing successful fundraising events.
* **Tech-Savvy:** Proficient in using CRM systems, fundraising databases, and digital communication tools.
* **Marketing:** Proficiency in digital and traditional marketing strategies, including content creation, social media management, data analysis and campaign execution.

**Preferred but not essential Skills and Experience:**

* **Fundraising Experience:** experience in fundraising role, with successful track record of meeting or exceeding income targets.
* **Sector Knowledge:** Understanding of the charity sector and the specific challenges related to fundraising within it.
* **Public Speaking:** Experience in speaking at events and representing the organisation to external audiences.
* **CRM Tools:** Experience in using and developing CRM systems and fundraising databases.
* **Volunteer Management:** Experience working with and managing volunteers in a fundraising context.

**Personal Attributes:**

* **Passionate:** A strong commitment to the mission and values of the organisation.
* **Resilient:** Ability to work under pressure and handle setbacks in a positive manner.
* **Organised:** Highly organised with excellent time management skills and attention to detail.
* **Collaborative:** A team player who is willing to work across departments to achieve common goals.

**Vision Norfolk’s Values**

* **Openness:** We are committed to a culture of honest team work and collaboration.
* **Respectfulness:** We will actively listen to our stakeholders and value everyone’s input.
* **Professionalism:** We will retain our reputation by being trustworthy, consistent and reliable.
* **Flexibility:** We will continually adapt to provide the best outcomes for our clients/service users.
* **Enabling:** We will always work alongside an individual to provide the tools to achieve their goals.
* **Positive:** Our ‘can do’ approach will always be ambitious for our clients/service users.
* **Responsible:** We will be individually accountable for our actions and collectively responsible for achieving the best for our clients/service users.