

Community Fundraising and Marketing Lead

Key responsibilities

Community Fundraising

- Focus on developing a donor-centred fundraising approach, identifying supporter needs and matching these with the needs of CGDS to create mutually beneficial events and other activities.
- Increase regular giving through donor communications and engaging fundraising appeals.
- Project manage fundraising campaigns, maintaining a high level of drive and commitment throughout.
- Encourage participation in key sporting and challenge events.
- Ensure that supporters have the materials and encouragement they need to maximise their fundraising for CGDS.
- Give timely recognition of donations and fundraising by the sending of personal thank you letters and certificates.
- Respond to fundraising enquiries.
- Manage our charity presence on online fundraising websites such as JustGiving.
- Maintain regular communication with key fundraisers and stakeholders.
- Attend events to support participants where appropriate.
- Reporting monthly to the Operations and Fundraising Manager with donations, fundraising and marketing KPIs.

Marketing

- Lead the development and delivery of social media content to increase awareness and income using the optimum method to reach audiences and drive engagement.
- Act as a “brand guardian”, ensuring that messaging, tone and look is joined up, consistent and well thought-out across all internal and external communication.
- Source and maintain a bank of up-to-date case studies, photos and video content on life with CGD turning these into media ready stories for social media, newsletters, website and reports.
- Responsible for the creation and sending of regular newsletters using Zoho Creator or similar and other member communications.
- Manage the CGDS website (WordPress) ensuring that it is regularly updated and appeals to our beneficiaries, working with external suppliers as required.

Support for Operations and Fundraising Manager

- Cover annual leave
- Support for events, such as the three yearly family weekends
- Admin support as required

Person specification

Must have skills

- Experience working within a fundraising or digital marketing environment demonstrating a track record of maintaining and growing income for supporters and/or organisations.
- Excellent supporter care experience knowing what is necessary to deliver a high-quality service to supporters and/or fundraisers.
- Expert knowledge, experience, and confidence in developing and delivering creative and engaging social media content across a wide variety of channels.
- Ability to create engaging graphic content using Adobe/Canva software.

- Demonstrate empathy, active listening and effective verbal and written communication skills.
- Copywriting – To have good written English with a flair for creative writing. You should be able to demonstrate examples of copywriting engaging, original and persuasive content.
- Knowledge of Search Engine Optimisation (SEO), keyword research and Google Analytics.
- Competent in Microsoft Excel, Word, and PowerPoint.
- To be happy to work independently and be suitably motivated and organised to work from home.
- Be strongly motivated in supporting those affected by CGD, whether through your own personal experience or professional interests.

Nice to have

- Understanding and improving the effectiveness of Google AdWords to drive website traffic.
- Competency with Microsoft 365 & SharePoint.
- Experience or knowledge of a rare genetic condition would be advantageous but is not a requirement.

Please apply by emailing your CV along with a covering letter explaining your suitability for the role. Email recruitingstaff@cgd-society.org

Closing date 11th April 2022

We welcome and encourage applications from everyone regardless of age, disability, gender, or religion