

**JOB ROLE AND RESPONSIBILITIES – MARKETING AND DONATIONS OFFICER**

EMMAUS BRISTOL MISSION

Emmaus Bristol works with formerly homeless and other socially excluded people so that together we can gain control of our lives, and discover our common purpose to help others in need.

EMMAUS BRISTOL VISION & VALUES

We are working together towards a world where every person is valued and respected, without injustice or distinction.

We believe in:

* Honesty - Being transparent and honest in all our dealings
* Solidarity - Looking outwards to support those in more need than ourselves
* Empowerment - Helping others to understand and achieve their true potential
* Sharing - Resources, skills and learning
* Supporting - Fostering and cherishing lifelong interdependence
* Working - to contribute and grow

EMMAUS BRISTOL STRATEGIC OBJECTIVES 2018-2023 (draft)

* Diversify social enterprises in order to increase and diversify income for the charity and to provide a wider range of work experience for companions and other unemployed adults.
* Expand services to provide support to non-resident unemployed and homeless adults.
* Expand our accommodation to provide spaces for a greater number of companions and to provide additional move-on housing
* Improve move-on to employment and move-on to independent living rates
* Use the social enterprises to generate a surplus for the charity
* Develop the Business Incubator

JOB PURPOSE

The purpose of the Marketing and Donations Officer post is to raise the profile of Emmaus Bristol and to raise funds through individual and corporate donors, to enable us to fulfil the strategic objectives set out above.

ORGANISATIONAL DIAGRAM:

Board of Trustees

Chief Executive

Support team Administrator

Support Worker

Finance Manager

Marketing and Donations Officer

Social Enterprise Manager

eBay Assistant

Premises & Vehicles Co-ordinator

JOB ACCOUNTABILITY, RESPONSIBILITY & AUTHORITY:

The Marketing and Donations Officer is accountable to Emmaus Bristol’s Chief Executive; the Chief Executive is the Marketing and Donation Officer’s Line Manager.

The Marketing and Donations Officer does not have line management responsibilities though may manage volunteers and companions on relevant tasks.

## RELATIONSHIPS

## The Marketing and Donations Officer is to foster and maintain productive, healthy and professional relationships with:

* Companions, staff, volunteers and trustees in Emmaus Bristol
* Donors and potential donors
* Customers
* Members of the wider community through various communication channels: phone, email, newsletter, website and social media
* Emmaus Bristol trainees, students, work placement participants, interns and other visitors

RESPONSIBILITIES:

All job responsibilities in Emmaus Bristol are categorised in one of the following areas:

* Business-related tasks
* Care/support-related tasks
* Enterprise Unit-related tasks
* General tasks

# Business-related:

* Write an annual marketing plan and donations plan, with smart targets, for Emmaus Bristol in collaboration with relevant staff, volunteers and companions
* Manage the implementation of marketing and donations plans and report progress quarterly
* To be responsible for the effective Public Relations and Marketing of Emmaus Bristol, including: local awareness, newsletters, publicity, sales marketing, donations marketing.
* To manage the donations database (currently in excel) logging all donations and personally thanking each donor
* Exporting donor data from excel to an appropriate database, then managing the new database
* Manage Gift Aid claims and records
* Be responsible for GDPR compliance for donor and customer data
* Meet targets for donations
* Run regular back-ups of the database and website
* Manage all donations channels: collection tins, text giving, online giving, corporate giving/ sponsorship, payroll giving etc
* Manage the marketing budget according to Emmaus Bristol’s financial procedures
* Write web, newsletter and other promotional content
* Support the Social Enterprise team with marketing as required such as the production and distribution of leaflets, signage, in-store marketing content
* Manage the production and distribution of the Emmaus Bristol newsletter (print and e-newsletter)
* Manage the Emmaus Bristol social media accounts, update them regularly and train other staff and companions on their use
* Review and improve the website
* Be responsible for taking media enquiries
* Liaise with Emmaus UK regarding marketing, branding, communications and ensure communications are in line with Emmaus Bristol brand guidelines

# Care/support-related tasks:

# These will all be set and managed in close collaboration with the Support Team.

* Support companions working on Marketing and Donations related tasks

Enterprise Unit-related tasks:

* To work with the Head of Innovation (volunteer) on marketing the Business Incubator

General tasks:

* Occasionally take minutes at meetings
* Other duties to assist the Chief Executive as required

JOB REQUIREMENTS:

In order to achieve success in this role, the holder should possess the following:

Personal attributes:

* Able to work independently
* Able to work under pressure
* Creative
* Demonstrable commitment to the values of Emmaus Bristol
* Commitment to work with intelligent compassion and within Emmaus Bristol’s vision and ethos with disadvantaged or socially excluded individuals

Technical skills/knowledge:

* Knowledge of the different methods of gaining donations
* Knowledge of Gift Aid
* Knowledge of the law and best practise related to fundraising
* Excellent written, verbal and interpersonal skills
* Database management
* Website management, preferably Wordpress
* GDPR compliance
* Basic design skills e.g. using Photoshop or similar (i.e. sufficient to design a leaflet or advert)

Experience:

* At least three years experience in marketing/ communications
* Experience of writing and producing marketing materials
* Proven success at generating donations for charities/ not for profits
* Experience of increasing web traffic and building a social media following

The post holder will require an appropriate check from the Disclosure and Barring Service (DBS).

SALARY, WORKING HOURS AND ANNUAL LEAVE

The Marketing and Donations Officer will work 22.5 hours per week, which is 0.6 of a full time post. The salary is £14,558 per year and the full time equivalent would be £24,264. The successful applicant may choose their working hours, as long as they are between 8am and 6pm Monday to Friday. The post holder can choose to work three full days or up to five part days.

Emmaus Bristol full time employees are entitled to 25 days annual leave, which for this part-time role equates to 15 days.

Emmaus Bristol offers a pension scheme to employees.

HOW TO APPLY

Send your completed application form, Equal Opportunities Monitoring Form and Criminal Record Declaration to jessica@emmausbristol.org.uk by mid-day, Monday 5th March 2018

Interviews will be held on Monday 12th March 2018.