

Job title: **Fundraising and Marketing Coordinator**

Department: **Fundraising**

Reports to: **Fundraising Manager**



Key Relationships:

- Fundraising Manager and staff team
- Centre Manager and staff team
- Shop Manager and staff team
- Local/regional/national media
- Supporters, volunteers and the public
- External partners

Hours: **37.5 hours per week, expectation to be available Mon-Friday core hours 9-3pm with other hours worked flexibly. Evening and weekend work as required.**

Role type: **Permanent, full time – Subject to probation review after 6 months.**

Location: **CDCH centre in Cambridge, Glos and home working**

Salary range: **£23,000-£26,000 (depending on experience)**

About the Cotswolds Dogs and Cats Home

As a leading animal rescue charity in the Cotswolds we care for hundreds of abandoned, abused and neglected animals each year and find them incredible new families. We also support pets belonging to families with low incomes ensuring they have access to veterinary treatment and do not suffer because of cost.

The Cotswolds Dogs & Cats Home opened in September 2016 and this year the charity has expanded and merged with the Gloucester Branch of the RSPCA, almost doubling in size. Over the last 18 months in particular, the profile of the charity has increased, we have gained more support from the local community and a bigger online presence. It is vital to the success of the fundraising function that we both engage and nurture our existing supporters as well as grow our supporter base and influence our new area.

We are on the lookout for an enthusiastic, driven candidate with experience in marketing and/or fundraising. This role is a new post due to the growing need for fundraising support. You must be a self-starter with lots of energy and ideas and be able to work well on your own and as part of a team.

A passion for animals is essential.

Please complete and application form and send with covering letter to:
Email: fundraising@cdch.org.uk

the Cotswolds
Dogs & Cats
Home

Main responsibilities:

Marketing:

- Day to day management of all marketing activity for the fundraising department across print, digital, media and social media
- Email Marketing – produce regular supporter emails including a monthly round-up. Develop initiatives for increasing our email list
- Website – Day-to-day management of our website including adding and removing of content, ensuring all web copy is in line with brand guidelines
- Coordinate design and promotional materials for digital and print purposes using Canva Pro. Copywrite all material for a range of mediums including web copy, social media and newsletters.
- Maintain and manage our Google grant campaigns
- Plan and execute a marketing calendar of activities and content to help meet our aims and objectives, review and measure the success of all previous campaigns across different mediums
- Source and implement any other suitable marketing initiatives
- Adhere to and update brand guidelines as required
- Assist other departments with marketing requests.

Fundraising:

- Work with the team to develop and coordinate a programme of fundraising and sponsored events. You will be expected to be responsible for our annual concert and a number of digital events across the year
- Organise and execute charity's presence at local community events, coordinate volunteers and participate and network at local outreach events to promote maximum awareness and exposure for the charity
- Promote and manage community fundraising initiatives. Attend cheque presentations and events organised by our supporters
- Develop and grow our individual giving schemes including lottery, sponsor a resident and regular donors, and promote schemes to increase revenue
- Source and implement any other suitable income generating initiatives
- Work to the department stewardship plan – use social media in some instances
- Record and analyse data from supporters on our charity database
- Manage our Mailchimp supporter lists and segment/tag appropriately
- Keep accurate financial records of all income and expenditure.

Other duties

- Recruit and retain volunteers within the Volunteer Fundraising Committee
- Undertake any training or personal development as required to keep up to date with the service provision and current regulations and legislation
- Contribute to the monthly Trustees report
- The list of duties is not exhaustive. Other duties may be required at the discretion of your line manager, and in line with the nature of your role.

Person Specification:

Essential

- At least two years of marketing and/or fundraising experience.
- An understanding of both digital and traditional methods of marketing, including social media platforms.
- Ability to handle a number of priorities and work to tight deadlines
- Excellent communication copywriting skills, ability to produce written work to a high standard including newsletters, reports, and press releases
- Excellent IT skills- Word, Excel, Databases
- Full UK Driving License.

Desireable

- Experience of event organising - virtual and actual
- Experience of handling/managing financial budgets
- Experience of Mailchimp and Canva Pro or similar
- Knowledge of compliance regulations in fundraising
- Knowledge of safeguarding, GDPR, Confidentiality and Equal Opportunities.
- Experience of managing and maintaining a website.
- Knowledge of Facebook, Instagram, Twitter, LinkedIn, YouTube

Personal attributes:

- An understanding and empathy with the welfare of animals
- Strong interpersonal skills with ability to build relationships at all levels
- Self-starter who is capable of managing a very busy workload and managing time effectively
- Confident networking in a variety of different environments
- Team player with the ability to work on own initiative.

Key information:

Application deadline: Mon 17th January 2022. If you have not heard from us by 21st January then please assume you have been unsuccessful at this time.

Interviews: Week commencing 26th January

Benefits:

- Contributory pension
- Flexible working
- Hybrid working
- 28 days annual leave inc BH
- Pet Plan insurance discount
- Discount in CDCH charity shops

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Registered Charity No: 206007