



Young Carers Development Trust

POSITION:	Fundraising and Marketing Officer
SALARY:	£25,000 - £30,000 (dependent on experience)
CONTRACT:	Permanent
HOURS:	Part time 0.6 Full Time Equivalent 22.5 hours per week occasional evenings
LOCATION:	Hybrid. Ideally within a 45 minute drive of Bristol and Bath.
MAIN RESPONSIBILITIES	<p>This role is $\frac{2}{3}$ fundraising and $\frac{1}{3}$ marketing:</p> <ul style="list-style-type: none">• To secure significant income from a variety of sources including Trusts and events, individuals and businesses• To raise the profile of the charity and grow our supporter base including through the website, social media, press and media
HOLIDAY:	25 days plus 8 bank holidays Pro-rata if part time
PENSION:	4% employer contribution to NEST pension scheme
RESPONSIBLE TO:	Charity Manager
TIMELINE:	Closing date: 9am on 19th September Two stage interview process: Initial short video interview followed by formal in person interview with a fundraising presentation.
HOW TO APPLY:	<p>Please send your CV and a supporting statement of no more than 2 sides of A4 explaining why you would like to join YCDT and addressing the person specification to YCDT's Charity Manager karinae@ycdt.org.uk.</p> <p>For more information or an informal conversation about the role please contact Karina: 07368 366660 or karinae@ycdt.org.uk after the 3rd of September.</p>

Job purpose

We're looking for an experienced and passionate Fundraising and Marketing Officer with excellent communication skills to support our work at Young Carers Development Trust. This role will support the Charity Manager and CEO in delivering the business plan for the next 3 years, in particular fundraising growth and raising the profile of the charity.

The Fundraising and Marketing Officer will build positive relationships to secure significant income and develop new relationships with Trusts and Foundations, local communities, business and individuals, bringing in regular and targeted income through grants, events, regular donations and online short-term fundraising campaigns .

The Fundraising and Marketing Officer will support the fundraising activities through targeted marketing such as online awareness campaigns, regular newsletters and development of relations with press and media.

Main duties and responsibilities

Fundraising

Working with the Charity Manager to maximise income in line with the Trust's objectives including:

- Trusts and Foundations:
This part of the role is expected to be approximately 1 whole day per week.

Research, prepare and submit high quality funding applications to charitable trusts and foundations in line with their requirements, with supporting budgets, and ensure timely report submissions to funders when necessary.

These activities will rotate depending on current plans, and will be approximately 1 day per week:

- Events:
Develop and manage small-scale fundraising and awareness raising events.
Support the Charity Manager with occasional large scale fundraising events, generating income in line with the Business Plan.
- To develop and maintain effective relationships with organisations and individuals who can support the YCDT in achieving the income generation objectives, including but not confined to business corporate donors, individual donors, community groups, volunteers, friends and relatives of service users and the communities we serve.
- Contribute to aspects of social media management with direct input into supporter fundraising strategies.
- Identify, develop and implement new fundraising ideas and to support colleagues with fundraising efforts.
- Maintain and update the CRM to ensure accurate record keeping and production of statistics and reports.

Marketing

This will be approximately 1 day of the working week.

Working with the Charity Manager and Charity Admin Assistant to develop awareness of YCDT and strengthen communication channels through:

- Working with the Charity Admin Assistant to managing the YCDT website
- Developing relations with press and media, drafting press releases and news stories
- Drafting and circulating YCDT's newsletter 3 times a year
- Delivering and monitoring individual fundraising and marketing campaigns
- Researching and implementing awareness raising and profile raising opportunities

This is a broad outline of the main duties and responsibilities but as a small charity the expectation is that this person will support the YCDT team as needed and be willing to respond to charity needs beyond the scope of this role description..

Further Information

- You must have the right to work in the UK to apply for this job
- You will need a full, clean driving licence and use of a car
- Employment at YCDT is subject to two satisfactory references and an enhanced DBS check
- We are an Equal Opportunity Employer, which means we will not discriminate against any individual based on race, colour, sex, national origin, age, religion, marital status, sexual orientation, gender identity, gender expression, military or veteran status, disability, or any factors prohibited by applicable law. We are open to considering applicants who do not currently work within the 3rd sector. All applications are very welcome: we actively encourage applications from people living with disability and from ethnic minorities.

Person Specification

Skills and Experience	Essential or Desirable
Proven track record in fundraising and effectively engaging donors and stakeholders to support a charitable cause	E
Experience of creating fundraising campaigns and tailoring 'asks' to your audience	D
Track record of success in submitting Trusts and Foundations applications	E
Track record in building online relationships	D
Copywriting skills, including the ability to write for a variety of audiences and purposes	E
Track record in organising and delivering fundraising events	E

Producing marketing and communications materials for multiple audiences across different platforms.	D
Comfortable using Microsoft and Google packages	D
An understanding of the 3 rd Sector	D
Accurate record-keeping skills	E
Personal Attributes	
Effective communication skills,	E
Ability to work within a team as well as independently	E
Committed to YCDT's mission, vision and values	E
Sound judgement, able to overcome challenges in a calm and professional manner	E
Highly motivated with energy and determination to achieve great results	E
Trustworthy, non-judgmental, caring, proactive, self-motivated and hardworking	E