



The **Benjamin** Foundation

Welcome to The Benjamin Foundation

Thank you for expressing an interest in our vacancy for Head of Fundraising and Marketing, Norwich.

More information about the position, including a Job Description and Job Specification are enclosed. If you would like to find out more information about the service, please take a look at our website [www.benjaminfoundation.co.uk/jobs](http://www.benjaminfoundation.co.uk/jobs)

If you have any questions regarding the vacancy, please contact the HR Department by email at [recruitment@benjaminfoundation.co.uk](mailto:recruitment@benjaminfoundation.co.uk)

Please return your completed applications by email to:-

[recruitment@benjaminfoundation.co.uk](mailto:recruitment@benjaminfoundation.co.uk)

**Please note that due to the current pandemic and Government guidance on social distancing applications can only be received electronically at this time.**



The **Benjamin** Foundation

## **Head of Fundraising and Marketing - Norwich**

**Full time – 37.25 hours per week**

(consideration will be given to part time hours)

**Salary range between: £30,004.13 - £34,226.79**

(depending on experience & qualifications)

**Plus employee pension scheme and other benefits**

**The successful candidate must be able to drive and have access to a vehicle.**

**Are you looking to take on a challenging new role at an exciting time for a charity supporting children and young people?**

The Benjamin Foundation, founded in 1994, helps around 2,000 people per year through difficult times by providing them with hope, opportunity, stability and independence.

We are seeking to recruit a Head of Fundraising and Marketing to lead on developing and delivering the fundraising strategy, in order to increase income from individual giving, digital income streams and community and corporate fundraising. In addition, the successful candidate will Manage and develop the use of The Benjamin Foundation's brand to increase awareness of the charity and its activities.

The Benjamin Foundation is committed to safeguarding and promoting the welfare of young people. An enhanced DBS check will be required for successful applicants. The Benjamin Foundation embeds the Nurtured Heart Approach<sup>®</sup> which creates strong and improved relationships by focusing on positive behaviour rather than energising negativity, providing clear rules and consequences, creating an environment in which people thrive.

To apply, visit <http://benjaminfoundation.co.uk/jobs>

OR email [recruitment@benjaminfoundation.co.uk](mailto:recruitment@benjaminfoundation.co.uk)

OR telephone: 07881 012553

**Closing Date: Monday 2<sup>nd</sup> November 2020, 9.00am**

**Interview Date: Shortlisted candidates will be required to take part in an online**

**Interview on Wednesday 11<sup>th</sup> November 2020.**



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## Head of Fundraising and Marketing

### Job description

<b>Job title:</b>	Head of Fundraising and Marketing
<b>Employer:</b>	The Benjamin Foundation
<b>Location:</b>	Home working/flexible Team base - Head Office, Norwich
<b>Contract:</b>	Permanent
<b>Salary:</b>	Pt 32-37 (depending on experience and qualifications)
<b>Hours of work:</b>	37.25 hours per week (P/T hours by negotiation for a suitable candidate)
<b>Department:</b>	Corporate
<b>Reporting to:</b>	Director of Operations

### Job purpose

- Lead on developing and delivering the fundraising strategy, in order to increase income from individual giving, digital income streams and community and corporate fundraising
- Manage and develop the use of The Benjamin Foundation's brand to increase awareness of the charity and its activities
- Delivery and future development of the Fundraising and Marketing action plan
- Line management and development of Fundraising and Marketing team, and management of relationships with third-party suppliers and supporters
- Specific responsibility for developing donor engagement strategies including major and corporate donors, legacy programmes, and regular giving programmes
- Be a thought-leader and innovator in the field of charity fundraising and marketing

This role is designated a Senior Manager position. The duties and responsibilities cover The Benjamin Foundation and Ben's Social Enterprises. For the purpose of the job description the references to TBF incorporate the provision of services to both entities.

*Please note that trusts, bids and tenders fundraising is not a responsibility of this postholder.*



## The Benjamin Foundation

### Main duties

#### Strategy and Development

- Develop the fundraising strategy to enable The Benjamin Foundation to engage with both corporate, group and individual donors in order to significantly increase voluntary income
- Develop, deliver and evaluate the success of the Fundraising and Marketing action plan
- Ensure the organisation's key messages, and its ethos and culture, are communicated effectively throughout all communications media, managing and developing the charity's brand to increase awareness of The Benjamin Foundation's work
- Oversee the delivery of the communications' strategy and programme
- Have a strategic overview of all publicity material produced/published by TBF
- Collaboratively manage the events calendar and support the scheduling and delivery of new and innovative events/campaigns
- Develop and maintain positive working relationships with internal and external stakeholders
- Manage marketing and fundraising budgets and resource
- Ensure The Benjamin Foundation's paid for services and trading activities are marketed effectively to maximise income
- Support, development and functional line management of the Fundraising and Marketing team using Nurtured Heart Approach® principles
- Produce activity reports for the Executive Team and Board of Trustee as required

#### Fundraising/Income generation

- Develop, manage and deliver fundraising campaigns and appeals to meet agreed targets, reporting on outcomes
- Develop relationships with high value partners and donors
- Advise the Board and Executive Team on progress and opportunities; drafting papers and reports as required
- Nurture relationships with the wider charity including service delivery areas to ensure fundraising engagement ('everyone a fundraiser')
- Monitor the external funding environment and update colleagues on relevant innovations, best practice and hot topics within the field
- Manage and support appropriate fundraising and awareness building events, supporting work of Senior Events Officer
- Identify and implement ways to increase the charity's supporter database and develop profitable relationships with corporate and individual supporters
- Ensure and demonstrate fundraising regulatory compliance

#### PR and media relations

- Where appropriate, manage the relationship with third party suppliers including a PR agency, prioritising workload and supplying effective briefs
- To have a strategic view on the flow of information from within the organisation to media contacts
- To be the organisation's recognised first point of contact for all media enquiries, and ensure other media spokespeople are briefed/trained
- Maintain strong working relationships with media contacts in order to achieve the organisation's PR objectives



## The Benjamin Foundation

- Manage copyright issues relating to media coverage
- Review and evaluate effectiveness of TBF's Media Policy and Social Media Policy

### **Communications and brand management**

- Manage The Benjamin Foundation brand for marketing and publicity purposes utilising existing brand guidelines and ensuring they are adhered to by both internal and external stakeholders
- Editorial control, where necessary, of the overall content for communication materials produced by The Benjamin Foundation
- Support the development of the Foundation's website
- Support, monitor and report on TBF's use of social media – acting as point of contact for this when Communications Manager is unavailable
- Advise the Executive Team on dealing with the communications aspect of any potential/actual crisis situation

### **General duties**

- To operate within the laid down policies and procedure of the organisation
- To undertake such other duties as may be delegated or assigned commensurate with the role and level of grading of the post
- To communicate effectively with staff, volunteers and trustees
- Maintain a high level of knowledge and undertake required training in all aspects of the post

### **Core Training to be completed in post**

- Safeguarding Children and/or Adults
- Nurtured Heart Approach® (NHA)
- Equality & Diversity
- Health & Safety Level 2
- GDPR
- Media

*The Benjamin Foundation fully embeds the Nurtured Heart Approach® in all that it does and staff will adopt this approach as part of their practice.*

*The Benjamin Foundation reserves the right to alter the content of this job description following consultation, to reflect changes to the job or services provided without altering the general character or level of responsibility.*

*To adhere to the organisations Health & Safety Policies and Procedures*

**Name of Job Holder:**

**Signed Job Holder:**

**Date:**

**Name of Line Manager:**

**Signed Line Manager:**

**Date:**



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## Head of Fundraising and Marketing Person Specification

Criteria	Details	Essential	Desirable	Assessed	
<b>Qualifications</b>	Educated to Degree standard and/or equivalent	<b>E</b>		Certificates Application Form	
	A relevant professional Fundraising/ Marketing/PR qualification		<b>D</b>	Certificate Application Form	
<b>Experience</b>	Experience of creating and delivering a fundraising plan for an ambitious organisation	<b>E</b>		Application Form Interview	
	Proven track record in fundraising management	<b>E</b>		Application Form Interview	
	Experience in the Charity/not for profit sector		<b>D</b>	Application Form Interview	
	Managing relationships with external agencies and business to business relationships	<b>E</b>		Application Form Interview	
	Experience of strategic brand management and communications	<b>E</b>		Application Form Interview	
	<b>Knowledge &amp; Skills</b>	Excellent media relations skills	<b>E</b>		Interview
		Excellent written and verbal skills	<b>E</b>		Interview Practical Test
An ability to prioritise and meet deadlines		<b>E</b>		Interview	
Excellent contacts with relevant media			<b>D</b>	Interview	
Knowledge of strategic marketing and fundraising planning/strategy development		<b>E</b>		Interview	
Good understanding of social media as a marketing and fundraising tool		<b>E</b>		Interview	
<b>Personal Qualities</b>	A genuine interest in fundraising and marketing	<b>E</b>		Interview	
	An understanding and appreciation of the nature of The Benjamin Foundation's work and individual projects	<b>E</b>		Interview	
	Hard working, flexible	<b>E</b>		Interview	
	An inspiring and motivational leader with experience of managing a successful team	<b>E</b>		Interview	



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	An ability to deal professionally with contacts on different levels	E		Interview
	The ability to negotiate and influence at a senior level	E		Interview
	Excellent organisational skills	E		Interview
	The ability to think creatively and strategically	E		Interview
	Thorough attention to detail	E		Interview
	Have a high level of self-motivation	E		Interview
	Ambitious	E		Interview
	Have a proactive, problem solving approach	E		Interview
<b>Additional</b>	The willingness to contribute to the wider Benjamin Foundation success story	E		Interview
	A willingness to undertake training appropriate to the post	E		Interview