

FRESH FUTURES

Improving lives, inspiring change

Job Description

Job Role:	Income and Engagement Manager
Contract Type:	12 Month FTC (Maternity Cover)
Management level:	Management
Reporting to:	Katie Shephard
Direct reports:	One officer - role tbc
Salary:	£17 per hour
Hours of work:	35 hours per week

The Charity

Fresh Futures is a regional charity working with vulnerable and disadvantaged children, young people, and their families, within Kirklees and surrounding areas. Our vision is that all young people have opportunities for a better life, now and in the future. We are thought leaders, and together with partners, we deliver outcomes through four interwoven strands of activity - providing education services and facilities, building healthy relationships, promoting health and wellbeing, and improving employability skills.

Purpose of the job

Why the job exists and overall responsibility

- Overseeing volunteer development at Fresh Futures
- Support income generation through a diverse range of sources including but not limited to corporate and community fundraising
- Identifying suitable grant and trust applications
- Design marketing materials and manage the delivery of communications across the charity
- Budget management for projects and campaigns
- Internal and external event delivery
- Management and project delivery of discrete projects and fundraising campaigns

- Contribute to delivery and development of the Fundraising and Engagement Strategy

Main activities

Income generation:

- Build multi-year corporate relationships that generate income and gifts in-kind by creating and maintaining an active pipeline
- Identify and cultivate opportunities for new partnerships and funding streams
- Manage a portfolio of partners and fundraisers, ensuring effective communication and stewardship
- Prepare and submit funding applications and reports in a timely manner
- Collaborate with internal teams to ensure project delivery and reporting
- Ensure the CRM system is updated regularly to reflect activities and report to KPIs set by the Head of Income and Engagement

Marketing and communications:

- Contribute to the creation and delivery of key marketing materials across multiple channels and audiences
- Maintain accurate records of activity and performance, generating regular performance reports
- Work collaboratively cross team to ensure delivery of all elements relating to projects and campaigns across the charity
- Develop audience approach content for social media and disseminate in a timely manner, supporting all teams marketing needs
- Responsibility for development and updates to websites across Fresh Futures
- Explore new marketing channels and build external marketing partnerships offering in-kind support
- Write press releases and deliver media interviews representing the charity, as directed by the Head of Income and Engagement

Budgets

- Assist the Head of Income and Engagement with the preparation of budgets
- Responsible for the management of specific project or campaign budgets, ensuring costs are always monitored and income targets are met (where appropriate)

Internal and external event delivery:

- Support delivery of internal events, to budget and in a timely manner, including liaison with suppliers, and attendees
- Build partnerships and attend external events to represent Fresh Futures and raise awareness of the charity
- Support delivery of internal events, to budget and in a timely manner, including liaison with suppliers, speakers and attendees
- Oversee event budgets as directed by the Head of Income and Engagement

Volunteer management:

- Research and adhere to best practice before designing and implementing Fresh Futures' volunteering strategy and policy documents.
- Develop and manage the running of a sustainable volunteer community across all Fresh Futures' services to improve the wellbeing of families, children, and adults in the Kirklees area.
- Design and deliver presentations to third-sector organisations, businesses, and universities to showcase and promote Fresh Futures'
- Work with the leadership team in supporting FF's vision for the future and create appropriate volunteering opportunities to support the vision and strategy moving forward.
- Ensure appropriate managers and staff understand and adhere to Fresh Futures' volunteering policy and procedures, ensuring volunteers are properly trained and inducted in their area of service.
- Ensure volunteers are properly informed about their role and responsibilities and are adhering to Fresh Futures' policies.
- Work with the Head of Income and Engagement to design and adhere to a volunteer budget.

Discrete project and campaign delivery:

- Work with the team, as directed by the Head of Income and Engagement, to deliver discrete fundraising projects and campaigns

Strategy:

- Support the Head of Income and Engagement and the SLT in developing the strategic direction for the Income and Engagement team
- Work within the team to delivery the Income and Engagement Strategy
- Manage junior members of the team to deliver key aspects of the strategy as identified to sit within their remit

Knowledge, training and experience required

- Experience working within the voluntary sector overseeing volunteering development
- Experience of Canva, CRM systems, social media scheduling platforms useful
- Knowledge of a range of fundraising approaches and marketing techniques
- Experience working with a range of external partners including from the commercial sector

Key personal characteristics

- Flexible and reliable

- Team player
- Target driven
- Ability to work in a busy and fast paced environment independently