**Citizens Advice Bath and NE Somerset**

**Job Description**

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| **Job Description** | Business Development and Marketing Manager |
| **Salary** | £30,000 ( Full Time ) |
| **Reporting To** | Chief Executive |
| **Responsible for** | N/A (working alongside Marketing Admin Assistant) |
| **Role Purpose:** | |
| **The focus of the post is**  A) To work with the Chief Executive and Marketing Admin Assistant to:   * Develop and implement the business development and fundraising strategy of Citizens Advice BANES. This includes Trusts, key donors, corporate partners and regular supporters to maximise unrestricted funding and to hit targets as set. * Identify and secure new short and long-term funding opportunities and partners * To build a database and associated CRM system of regular donors as well as assist in patron and core funders acquisition * Maintain key relationships with key stakeholders and manage external relationships including organising and delivering appropriate events   B) To work with the Chief Executive to provide a strategic Marketing Plan and operational implementation plans including an appropriate communications plan.  C) To undertake BD, Fundraising and Marketing corporate projects as allocated by the Chief Executive in line with the current and evolving business plan and associated operational plans | |
| Key Accountabilities | **Main Duties & Responsibilities** |
| **A. Planning, Development and Reporting** | |
| A) To work with the CEO to:   * Prepare, implement, review and report on an income generation strategy with key deliverables and realisable targets for unrestricted funding * Prepare, implement and review a regular donor’s strategy and plan with combined database and CRM system * Prepare and implement a partnership and key stakeholders development plan * Prepare, implement, review and report on a strategic marketing plan, with associated operational plans, including a communications plan   B) Contribute to processes for continuous improvement in business development, fundraising and marketing practice, including feedback and learning processes as driven / identified by the commissioning climate and as guided by the CEO and senior stakeholders  C) Attend and provide regular progress reports as requested to the CEO.  D) Communicate and disseminate intelligence gathered through a range of processes e.g. team briefings, training sessions, intranet and other such industry tools and databases, including National CA resources  E) Liaise with the CEO and National CA on relevant Business Development, Fundraising and Marketing initiatives coming forward from National CA and report on, implement and review operational activities from these as guided by the CEO, supported by the Marketing Admin Assistant | |
| **B. Income Generation** | |
| A) To report to the CEO on the development and implementation of an income generation strategy for CA BANES, including regular and patron/ major donors fundraising.  B) Research, identify and pursue all short- and long-term fundraising opportunities that match CA BANES aims and activities, including statutory funding, digital giving, corporate sponsorship, long-term grant opportunities, private and trust funding, legacy giving, major gifts and events.  C) Work closely with the leadership team to ensure that relevant forms of media are used to promote, market and advertise fundraising activities, and implement the marketing strategy and plans. To also plan, deliver and host B2B and other fundraising events.  D) To support the CEO and where appropriate lead on the preparation and writing of high-quality viable bids and proposals including tenders for advice services | |
| **C. Partnership Development** | |
| A) To develop and maintain key strategic partnerships and realise the potential which exists in these relationships to progress CA BANES business objectives and priorities:   * Understand the culture and aspirations of partners and develop and prepare plans to ensure that CA BANES advice services have a key role in helping them to achieve their goals * Collate performance data, produce regular reports and provide feedback to all partners with a view to improving the relationship * Gather feedback from partners on referral processes and customer support in order to improve services to partners * Ensure all issues are addressed and resolved promptly and the partner remains informed of progress * Track and evaluate partnership management plans on an on-going basis and report monthly to the Leadership Team   B) To also work closely with internal teams to ensure: -   * New projects / areas of work are seamlessly integrated into the current service delivery processes * The organisation is maximising each opportunity to its full potential * Development of new services to enhance provision for existing clients and develop new market opportunities. | |
| **D. Marketing** | |
| A) To develop, produce and implement a CA BANES marketing and communications strategy to   * Enhance awareness and use of CA BANES services to internal and external audiences * Support and harness diversification and growth * Promote and champion the CA BANES ‘brand’ on a local, regional and national level   B) Develop, produce, implement and review marketing operational plans for Print, Social Media, digital (including website), PR/ Publicity, events and advertising. Develop other such marketing communications channels as appropriate to CA BANES and prepare reports as required. | |
| **F. Risk Management** | |
| A) To support the Leadership team in the risk management processes of the organisation and to:   * Advise on the potential risks of new projects * Advise on compliance with best practice, legislative and regulatory frameworks to deliver a coherent and high-quality service in close collaboration with colleagues * Advise on the expectations of external partners and stakeholders * Manage, advise and prepare appropriate documentation for any potential commissioning and / or funding bids.   B) To support the Leadership Team to resolve problems by:   * Encouraging new and innovative ways of working – looking inside and outside of the business for ideas from other sectors * Considering solutions from medium- and long-term perspectives – ensuring they are ‘future proof’ | |
| **G. Personal Development and Training** | |
| A) To attend regular support and supervision meetings and annual appraisal as required  B) Self -identify own development needs and attend training opportunities  C) To maintain knowledge of all new legislation that may require service developments / new services to be established  D) To attend staff meetings and internal / external forums and meetings as required | |
| **I. Policies and Procedures** | |
| A) Health & Safety   * To abide by the health and safety guidelines and share responsibility for own safety and that of colleagues. * To notify immediately the line manager of all issues that may detrimentally affect the health and safety of staff, volunteers, clients and visitors to CA BANES   B) Equalities / Diversity   * The post holder must always have due regard in the planning and execution of their duties to the Citizens Advice Equal Opportunities Policy (“Stand Up for Equality”) * At all times, promote the aims, principles, policies, interests and wellbeing of the organisation and to protect its integrity and reputation, and to ensure that the Service complies the Citizens Advice Race & Diversity Scheme, the legal requirements laid down in the Human Rights Legislation and Disability Discrimination Act and any other relevant legislation   C) Information Technology   * Adhere to good practice about acceptable ICT use | |
| **J. Other** | |
| A) A job description does not constitute a ‘term and conditions of employment’. It is provided only as a guide to assist the employee in the performance of their job and is not included to be an inflexible list of tasks. Please note there will be an expectation of some “out of hours” working to support the events, Business Development and Fundraising elements.  B) Citizens Advice Bath and NE Somerset is a fast-moving organisation and therefore employee’s duties may be varied from time to time. The post holder accepts that they may be asked to undertake any other work or duties as may reasonably be required within the scope of and commensurate to the nature of the post as and when required. CA BANES also operates 4 offices across the county and this role, although primarily based at Edgar Buildings, may also be asked to work at any of the other locations across the county. | |

**Person Specification (E – Essential, D- Desirable)**

Essential Qualifications – Degree Educated

Relevant Qualification or CPD in relevant fields of Communication and Marketing and/or Institute of Fundraising.

Desirable Qualifications - Membership of CIM and/or Institute of Fundraising

Experience –

Demonstrate experience of successfully implemented marketing and communications strategies, along with successfully proven fundraising and business development campaigns, including events. A “portfolio” of achievements should be provided, along with figures achieved. – E

Demonstrate experience in key external stakeholder management, preferably in the county of BANES and must exhibit brand awareness and understand the significance of reputation management, especially in a PR, media and key stakeholder networking context. –E

Demonstrate experience of working in a similar role in a charity or third sector context- preferably in the BANES region, securing successful income streams –E

Knowledge and Skills –

Knowledge of digital and social media reporting software including analytics and media monitoring. –E

Understanding of current Marketing/ Communications/ Fundraising and Charity Business Development strategies, combined with an understanding and competence with standard business practices – IE – Information Storage and management, budget management and monitoring, project planning, report writing and KPI management. -E

Knowledge of charity legislation as this relates to Marketing and Fundraising

IT skills – (MS office programmes). Charity CRM database experience.-E

Excellent time management, project and organisational management skills -E

Effective relationship management and fundraising/BD skills- including proposals

Strong communication and marketing skills – both written and verbal -E

Demonstrable event management experience, delivery and skills-E

Personal Qualities –

Positive, solution focussed and adaptable – a “Can do” attitude -E

Ability to work independently on own initiative and as a supporting team member, within a “no blame” culture -E

Confident to make recommendations and presentations to senior members of staff or trustees of the charity and can work on own initiative -E

A demonstratable commitment to CA BANES skills and values -D

Excellent and polite customer service skills and style, working with integrity and discretion, along with a warm, friendly and effective communication style-E

Desire to assist the charity to succeed in meeting its mission and objectives –E