

<b>Job title: Fundraising &amp; Commercial Marketing Manager</b>	
<b>Reports to: Matt Wigginton</b>	<b>Reporting to job holder: Director of Partnerships, Engagement &amp; Income</b>
<b>Overall purpose:</b> To drive Ben's fundraising and commercial services marketing to meet ambitious campaign, fundraising and commercial sales objectives, covering all aspects of marketing (digital and physical, including brand management), supporter comms, website and social media including development and delivery of creative ideas and concepts.	
<b>Principal accountabilities:</b>  <b>Planning and organising</b> <ul style="list-style-type: none"><li>• Responsibility for creating and delivering an annual plan of marketing activity against budgets and with clear ROIs, in line with longer-term org strategy</li><li>• Responsible for overall brand management of Ben's fundraising and commercial brands (Dolt4Ben, ILC, BenBall, BenWell etc.)</li><li>• Work across the range of fundraising and commercial products and services, to ensure pricing, positioning and marketing activities are aligned for maximum impact</li><li>• Suggest and agree promotional activity</li><li>• Manage the design, production and distribution of marketing collateral (digital and print), making sure it is consistent with our messaging, tone of voice and is audience appropriate</li><li>• Help develop new products and update existing products</li><li>• Marketing support for customer-facing team</li></ul> <b>Business focus</b> <ul style="list-style-type: none"><li>• Delivering compelling marketing activity that furthers Ben's ambition and strengthens its ability to deliver on its mission</li><li>• Collaborative creation and production of marketing materials in online and offline versions to support of the plan, including campaign, fundraising and supporter communications</li><li>• Help deliver core campaigns and activity that forms the basis for marketing activity in conjunction with Ben's fundraising ambition, working closely with colleagues across the Partnerships, Engagement &amp; Income department</li><li>• Collaboration with other teams within Health &amp; Wellbeing, aligning awareness and engagement activities to maximise the performance of all campaigns</li><li>• Day to day management of the fundraising and commercial content of Ben's website in terms of content, functionality and updates (in close collaboration with Customer Experience team and appropriate tech support)</li><li>• Collaborate with the digital engagement team to ensure fundraising and commercial activities are represented in the wider Ben plan for SEO and web content</li><li>• Champion evidence-based decision making to inform marketing activities</li></ul>	

**Author: HR**

**Version:**

**Date:**

### **Communication**

- Ensure communications, campaigns, and all giving activities are creative, innovative and attract a wide level of support, providing Ben / the charity with a robust supporter base
- Proactive dialogue and stakeholder engagement across internal departments and functions
- Communicate product updates to relevant colleagues across the organisation

### **Budgetary control**

- Ensure that all spend is agreed with the respective budget holders (Head of Fundraising, Head of Automotive Industry Partnerships and Director of Partnerships, Engagement & Income prior to commitment/purchase
- Any spending is within agreed timeframes and budget complying with internal processes

### **Managing performance**

- Production of tracking statistics and other reports that measure the progress and success of campaigns drawing on quantitative and qualitative data and charity sector best practice to inform overall plans
- Project manage consistently, maintaining stakeholder involvement at all relevant stages
- Manage relationships, projects and workloads with internal and external suppliers and agencies

### **Stakeholder relationships**

- Working with colleagues across the Partnerships, Engagement & Income function to build supporter journeys and ensuring these are deployed as needed to give an excellent supporter experience
- Close working relationships with Customer Experience department and functions to support fundraising and commercial marketing plans
- Support colleagues at each stage of the product/service development cycle and empower them to understand the role of marketing and how best we as a team can support them
- Support stakeholders across the organisation to evaluate success of activities and demonstrate how data and insights can be best used to inform future developments
- Support the Partnerships, Engagement & Income function to provide excellent customer service to external stakeholders

### **Achieving customer service excellence**

- To deliver a consistent, high-quality service to all stakeholders, ensuring an experience which often exceeds expectations and delivers the optimum customer satisfaction
- To value and support diversity and equality of opportunity for our customers and colleagues

### **Additional duties**

- Work within Ben policies and procedures at all times
- Attend events, meetings and occasions when requested by the Director of Partnerships, Engagement & Income or Heads of function

**This job description is not intended to be an exhaustive list of responsibilities and will be regularly reviewed and amended as necessary after consultation.**

## **Deliverables – Key measures:**

### **Planning and organising**

- Working across the range of B2B products and services, ensuring pricing, positioning and marketing activities are aligned for maximum impact
- Contributes to discussions and suggests appropriate promotional activities
- The design, production and distribution of marketing collateral (digital and print), is managed effectively, within agreed timescales and meets deadlines
- Marketing support is offered and utilised at appropriate stages in the development of new products and the updating of existing products

### **Business focus**

- All new product/service propositions are aligned to Ben's strategy
- Work is delivered within agreed timescales, KPIs are tracked and reported against regularly
- Evidence based decision making is championed to inform marketing activities

### **Communication**

- Stakeholders for each project are kept informed and involved as applicable
- Stakeholders receive correct reports and analysis of all market research and product/service performance
- Appropriate communication methods are used to support stakeholders understand their marketing results

### **Budgetary control**

- Spend is by agreement with relevant budget holder and compliant with internal processes

### **Managing performance**

- Work is prioritised and multiple projects are managed simultaneously
- Key stakeholders are involved at the relevant stages and kept informed of progress
- All marketing activities and monitored, tracked and reported

### **Stakeholder relationships**

- Colleagues are supported at each stage of the product/service development cycle and understand the role of marketing and how best we as a team can support them
- Stakeholders across the organisation can evaluate success of activities and understand how insights can be gained and best used and applied in future developments

### **Achieving customer service excellence**

- All stakeholder expectations are met if not exceeded for each project/campaign
- Partners, stakeholders and colleagues experience a positive and engaging environment where they are treated with respect and their differing needs are recognised, valued and responded to appropriately

### **Additional duties**

There may be times when the Marketing Manager will be required to support additional duties and / or projects. This will be discussed with the Director of Partnerships, Engagement & Income and agreed with the Marketing Manager

**PRIDE values**

To embody and deliver the role of Partnership Development Executive in line with our values:-

- Passionate
- Respectful
- Inclusive
- Driven
- Empowered

**Experience required (E = Essential / D = Desired):**

- Significant marketing and fundraising experience and responsibility within a non-profit environment (minimum 3 years) (E)
- Experience of creating and delivering an annual programme of marketing (E) and fundraising activity (D)
- Experience of working in the automotive industry either in a campaign or hands on capacity (D)
- Experience of delivering strong ROI on fundraising campaigns (E)
- Confident communicator at all levels of the organisation, with the ability to work collaboratively across different areas of the organisation as required (E)
- Very strong organisational and project management skills, with the ability to prioritise tasks and activities across multiple, simultaneous projects (E)
- Understanding and interpreting data (D)
- Experience of traditional and online marketing with an excellent understanding of the digital landscape (E)

**Technical Knowledge (E = Essential / D = Desired):**

- Degree level qualification and/or digital marketing qualification (D)
- Understanding of the principles of customer journey planning and stewardship (E)
- Knowledge of regulatory environment for fundraising including data protection, Gift Aid and fundraising codes of practice and regulation (E)
- High level of computer literacy (MS Office) and the ability to pick up new systems and software quickly (E)
- Experience of using CRM (Salesforce) and CMS (Umbraco) systems (D)
- Project management/collaborative working tools (E)

**Other significant role requirements:**

- Excellent organisational and planning skills, including the ability to prioritise and manage own work under pressure.
- Excellent verbal and written communications skills, with the ability to articulate information in a persuasive manner.
- Excellent presentation skills.
- Excellent interpersonal and relationship-building skills with the ability to network, motivate and inspire individuals at all levels.

- Ability to analyse and interpret data.
- Ability to use own initiative, prioritise and demonstrate problem-solving approach
- Good attention to detail.
- High level of competency in Word, Excel, Power Point and databases
- Ambitious, innovative, self-motivated and target driven
- Energetic and enthusiastic with a high level of resilience
- Able to understand the automotive industry and present BEN's work with authority
- Pro-active and solutions focused
- Responsible and accountable
- Enjoy working as part of a small team, often under pressure
- Ability to stay calm under pressure
- Flexible and adaptable
- Able to demonstrate a commitment to diversity and the achievement of equality of opportunity in both employment and service delivery.

**Date updated: 12<sup>th</sup> April 2022**