



Job Description

Job Title:	Fundraising and Marketing Officer
Location:	Head Office
Hours:	37.5
Responsible to:	CEO & Senior Leadership Team
Key working Relationships:	Leadership Team Graphic Design Manager

Our mission is to support disabled and disadvantaged people of all ages in transformational and empowering ways to live fulfilling and inclusive lives.

About the organisation:

Circles Network is a UK wide voluntary organisation renowned for building inclusive communities on the foundations of justice, advocacy, empowerment, and friendships.

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Our work is organised into four key segments:

- Circles Community
- Circles Advocacy
- Circles Equine
- Circles Academy

We are dedicated and passionate individuals who are committed to delivering the highest quality support with the values of inclusion at the heart of everything we deliver.

The Values of Inclusion

All the work carried out by Circles Network is underpinned by a strongly held set of values and beliefs known as the values of inclusion. This philosophy, where all people, regardless of ability, are seen to be citizens of worth, drives us in our mission.

We believe that:

- everyone has a voice and the right to be heard
- all people have dreams and aspirations
- all people have capabilities and qualities

- all people should have power and control over what they do now and in the future
- the whole community can benefit from embracing diversity
- all people should have the opportunity to lead ordinary and valued lives
- all people have the right to live in and be part of the community
- all people need friendships and independent relationships, a natural support network
- all means all

Summary:

The Fundraising and Marketing Officer will play a crucial role in supporting Circles Network's mission by securing funding and enhancing the charity's visibility. This role involves researching and drafting funding applications, preparing captivating social media campaigns, and engaging with stakeholders to promote the charity's work.

Main duties and responsibilities:

Fundraising:

Research Funding Opportunities: Identify and research potential funding sources, including grants, tenders, donations, and sponsorships.

Draft Funding Applications: Prepare compelling and well-researched funding applications to secure financial support for the charity's projects and initiatives.

Donor Engagement: Build and maintain relationships with donors, ensuring regular communication and updates on the charity's activities and impact.

Fundraising Events: Plan and coordinate fundraising events, including online campaigns, community events, and charity drives.

Marketing:

Social Media Campaigns: Develop and execute captivating social media campaigns to raise awareness about Circles Network's work and engage with the community, using a range of multimedia methods.

Content Creation: Create engaging content for various platforms, including website, blog posts, newsletters, and promotional materials.

Brand Management: Work with the graphic design manager to ensure consistent branding and style across all marketing materials and communications.

Analytics and Reporting: Monitor and analyse the performance of marketing campaigns, providing regular reports and recommendations for improvement.

Other Activities: As a small core team, there are times when you will be required to complete tasks outside of your normal role to support the activities of the organisation.

Person Specification:

Qualifications and Experience:

Education: Bachelor's degree in Marketing, Communications, Nonprofit Management, or a related field.

Experience: Proven experience in a related field.

Skills:

Excellent written and verbal communication skills.

Strong research and analytical skills.

Proficiency in social media platforms and digital marketing tools.

Ability to work independently and as part of a team.

Creative thinking and problem-solving abilities.

Personal Attributes:

Passionate: A strong commitment to the mission and values of Circles Network.

Organised: Exceptional organisational skills and attention to detail.

Innovative: Ability to think creatively and develop innovative fundraising and marketing strategies.

Competence - to have the ability to carry out your work efficiently and effectively.

Commitment - to show dedication and attentiveness towards those you support and the wider organisation.

Care and Compassion - to understand how other people may be feeling, showing concern/interest in their issues and lives.

Communication - to be able to successfully share ideas, feelings and information.

Creativity - to use imagination and original ideas to support the development of your work.

Intuition and Self Awareness - to understand instinctively those you support and be aware of the impact you have on others.

Authenticity and Integrity – to be an honest and genuine person.

Connection - to show connection in your relationships.