

Job Description and Person Specification

Head of Fundraising and Marketing

Job title	Head of Fundraising and Marketing
Reports to	Chief Executive Officer
Responsible for	Fundraising, communications and marketing staff, plus future staff or teams agreed with the CEO.
Salary	£37,106 to £41,787 (SCP 30 to 36)
Hours	Full time, 35 hours per week
Location	Sheffield, with travel across Sheffield, Doncaster and partner locations as required.
Contract	Permanent.
Flexible working	SCCCC welcomes requests for flexible working where the role can still meet service, team and organisational needs.
DBS / checks	This role may require a DBS check because it involves work linked to services for older and vulnerable adults. SCCCC considers criminal record information fairly and in line with the role.
Adjustments	Candidates can ask for reasonable adjustments at any stage of recruitment.

Background to the role

SCCCC supports older and vulnerable adults to live with dignity, connection and independence.

The organisation works with volunteers, statutory partners, funders, donors and local communities to reduce loneliness, support safe discharge from hospital, prevent avoidable deterioration and respond to practical needs that affect daily life.

The Head of Fundraising and Marketing will lead the growth of SCCCC income, profile, supporter engagement and stewardship. The postholder will turn strategy into funded activity, build strong relationships, lead the fundraising and marketing team, and help SCCCC make a clear case for its impact.

Purpose of the job

- Lead SCCCC fundraising, marketing and supporter engagement activity.
- Grow income from trusts and foundations, grants, corporate partners, individual giving, events, major donors and commissioned opportunities.
- Protect and develop income for current services while identifying new income streams that support SCCCC strategy.
- Strengthen SCCCC brand, profile, communications and case for support.
- Lead, manage and develop the fundraising, communications and marketing team.
- Work as part of the Senior Management Team, supporting the CEO, trustees and colleagues with strategy, reporting and external relationships.

Key responsibilities

1. Fundraising and income growth

- Lead the delivery of SCCCC income generation plans and agreed income targets.
- Research, plan and submit high-quality funding bids to trusts, foundations, statutory funders and other grant makers.
- Develop compelling cases for support using service data, stories, outcomes and impact evidence.
- Work with the CEO on major donor, philanthropy and corporate partnership opportunities.
- Identify and test new fundraising activity, including events, appeals, regular giving, legacy giving, and community fundraising.
- Track the fundraising pipeline, income forecasts, success rates and return on investment.
- Work with finance and administration colleagues so income, restrictions, reporting dates and funder requirements are recorded clearly.

2. Marketing, communications and brand

- Lead SCCCC marketing and communications plans across digital, print, media, events and stakeholder channels.
- Improve the way SCCCC explains its work, impact and value to donors, commissioners, volunteers, partners and the public.
- Oversee website content, social media, email communications, campaigns, press activity and supporter materials.
- Support consistent, accessible and inclusive communications across the organisation.
- Use data and insight to understand audiences, test messages and improve engagement.
- Protect the reputation of SCCCC through accurate, timely and values-led communications.

3. Partnerships, stewardship and external engagement

- Build and manage relationships with funders, donors, corporates, community partners and other stakeholders.
- Develop corporate partnerships that can provide income, sponsorship, gifts in kind, volunteering and business support.
- Lead good stewardship so supporters understand the difference their support makes.
- Represent SCCCC at networking events, meetings and partnership discussions.
- Work with operational colleagues to identify local need, service gaps and opportunities for new funded work.

4. Leadership and management

- Line manage agreed staff in line with SCCCC policies and procedures.
- Set clear objectives, provide regular support and hold staff to account for delivery.
- Develop skills, confidence and shared working across fundraising, communications and marketing activity.
- Monitor team workload, priorities, risks and performance.
- Contribute to Senior Management Team discussions, organisational planning and trustee reporting.

5. Strategy, performance and reporting

- Lead the fundraising and marketing elements of SCCCC strategy.
 - Produce clear reports for the CEO, Senior Management Team and Board of Trustees on income, pipeline, communications reach and performance.
 - Use evidence, service insight and external trends to shape future income and engagement plans.
 - Manage budgets linked to the role and keep activity within approved limits.
- Support monitoring, evaluation and impact reporting for funders, donors and commissioners.

6. General responsibilities

- Promote equality, inclusion and dignity in all areas of work.
- Maintain confidentiality and handle information in line with SCCCC policy and UK data protection law.
- Follow SCCCC policies on safeguarding, health and safety, lone working, finance, information governance and conduct.
- Attend training, supervision and meetings relevant to the role.
- Take part in on-call cover arrangements where agreed as part of the senior rota.
- Carry out other tasks in line with the seniority and purpose of the role, as agreed with the CEO.

Person specification

The criteria below focus on the skills, knowledge and behaviours needed for the role. SCCCC recognises paid work, volunteering, caring roles, community activity and non-traditional career routes as relevant experience.

Area	Essential	Desirable
Fundraising and income generation	Ability to plan and deliver fundraising activity that meets income targets. Experience of writing persuasive bids, proposals or cases for support. Ability to identify and assess new income opportunities. Ability to manage a fundraising pipeline and report progress clearly.	Experience of securing five-figure grants, contracts, sponsorships or donations. Experience across several income streams, such as trusts, corporates, events, individual giving or major donors.
Marketing and communications	Ability to plan and deliver marketing and communications activity across several channels. Ability to turn complex information into clear messages for different audiences. Good written communication skills, with attention to accuracy, tone and accessibility.	Experience of website, email, social media, PR, campaign planning, Google Ads or digital analytics.
Leadership and management	Ability to lead, support and manage staff or volunteers. Ability to set priorities, manage workload and meet deadlines. Ability to work as part of a senior team and contribute to organisational decisions.	Experience of line management, budget management or leading a small team.
Partnerships and relationships	Ability to build trusted relationships with funders, donors, corporates, partners and colleagues. Ability to represent an organisation with professionalism and integrity. Ability to work with a range of people and organisations.	Experience of corporate engagement, partnership development or stewardship.
Knowledge and understanding	Understanding of the voluntary and community sector. Able to apply inclusive practice when managing staff, developing communications, and working with volunteers, supporters, donors and partners. Commitment to SCCCC values and purpose.	Knowledge of health, social care, ageing, loneliness, hospital discharge or older people's services. Knowledge of the regional or national funding environment.

Analysis, systems and administration	Ability to use information to make decisions, plan activity and report performance. Competent use of Microsoft Office or similar tools, including spreadsheets. Ability to keep accurate records and follow policies, procedures and instructions.	Experience of CRM, donor management, email marketing, design or reporting systems.
Other role requirements	Able to attend occasional evening or weekend events with notice. Able to travel to meetings, events and partner locations when required. Able to maintain confidentiality and act with integrity.	Full UK driving licence and access to a vehicle, or another reliable way to travel for work across the required area.